



## JIM C'S QUIZ OF THE WEEK

### MONDAY - 06/09/08

#### HOW DID TERM "PROPAGANDA" ORIGINATE?

*Definition (Wikipedia):* The deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist.

*Online Etymology:* 1718, from Modern Latin *propaganda*, short for *Congregatio de Propaganda Fide* "congregation for propagating the faith," committee of cardinals established 1622 by Gregory XV to supervise foreign missions. Modern political sense - World War I.

*Goal:* The goal of a propagandist is to consciously and deliberately influence group attitudes; all other functions are secondary.

- *Name-calling:* Links a person, or idea, to a negative symbol.
- *Glittering Generality:* Opposite of name-calling; this seeks to make the audience approve and accept without examining the evidence.
- *Transfer:* Uses symbols to carry the authority/sanction/prestige of something we respect/revere to something he would have us accept.
- *Fear:* By playing on the audience's deep-seated fears, propagandist hopes to redirect attention away from the merits of a particular proposal and toward steps that can be taken to reduce the fear.

**Conventional Wisdom:** Propaganda = Strategic disguised deception

**M of Z:** Savvy politicians are very adept in the subtle art of massaging language to deflect the public's attention from the truth.