



PROPAGANDA SIMULACRUM

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The Propaganda Simulacrum

Effective Propaganda seeks to replicate the conditions that apply when large numbers of people believe something.

1. PREVAILING PRECONCEPTION

Many, most, people are more likely to believe a truth claim if it fits with their pre-existing preconceptions or expectations.

These preconceptions or expectations can be shaped by a long-term propaganda campaigns such as that waged by western media against Russia / Soviet Union for over a hundred years

2. AUTHORITY

- ***Many, most, people will believe what people in authority say***
- Effective propaganda therefore seeks to ensure that truth claims can be attributed to people in authority.
- This is easy when the people in authority are the sources of the truth claims or when the propaganda serves their keenest interests.
- Otherwise, the people in authority may themselves need to be duped, persuaded, blackmailed, rewarded.

3. Consensus

- ***Many, most, people are more inclined to believe something if they believe that the majority of other people believe it.***
- Effective propaganda, therefore, seeks to create a “bandwagon” perception that “everyone knows,” or “everyone thinks.”
- This is achieved by ensuring that the propaganda is voiced by multiple sources, especially if these seem to be independent of one another, across as many channels as possible, and as frequently as possible.

4. Mainstream Media

- ***Many, most people, are inclined to believe information that is reported in mainstream, established media, especially when the media message is consistent and extends over time.***
- Effective propaganda therefore seeks to ensure that its messages are reported by mainstream media.
- This is achieved by such means as penetration of media by intelligence; threats against owners and journalists; rewards to compliant owners and journalists; feeding media the kinds of information (often sensational) that help them to gain more audiences, and more advertising.

5. Compliant critical (left or liberal) media

- ***Many, most people, are especially inclined to believe information that is carried across the full spectrum of established media, including media generally thought to be “critical” or “liberal.”***
- Effective propaganda makes a special effort to ensure that so-called critical or liberal media are also on board with the propagandist's message.
- See for example the case of The Guardian newspaper and its coverage of Assange.

6. Monopoly

- ***When the spectrum of what is said in the media is so limited as to entirely cut out dissident voices or points of view, across both legacy and digital media, the many, most people will not be able to even imagine a different idea or approach.***
- Effective propagandists seek to monopolize the channels of communication. In the digital age they do this by such means as campaigning for greater control over social or dissident media, persuading social media to alter their algorithms so as to marginalize dissident sites, threatening to punish dissident voices

7. Sources

- ***Many, most, people are more inclined to believe information when they attribute it to sources (individuals, institutions) that they believe they can trust.***
- Effective propaganda therefore attributes its truth-claims to people in whom their targeted audiences tend to trust. These attributions may or may not be true. Sometimes dubious sources are “laundered” as they pass into the mainstream media domain. This is sometimes known as “deflective source propaganda.”

8. Witnesses

- **Many, most people, are inclined to believe truth-claims for which there existing “first-hand” witnesses**
- Effective propagandists therefore invest in finding “witnesses” for their truth claims. The real identity of these witnesses may be disclosed or may be hidden. The methodologies by which witnesses are (1) identified and (2) persuaded to give testimony may vary from transparent to deceptive.

9. The Evidence of “your own eyes”

- ***Many, most people, are more inclined to believe a truth-claim if they believe they have witnessed this personally.***
- Effective propagandists therefore invest in the construction of perception – by creating “facts on the ground,” or shaping reality so that it will be “seen” in a particular way (e.g., “false flag” incidents), or they manufacture images to suit their narratives (e.g., Colin Powell at the UN in 2003) or provide “authoritative” explanations/interpretations of otherwise ambiguous images.

10. Invoking Compassion

- ***Many, most people, are inclined to believe a narrative that induces a sense of compassion or outrage on behalf of vulnerable populations, including women, children, innocent civilians and the like, and which therefore endorses the virtue and goodwill of the target audience.***
- Effective propaganda therefore likes to construct narratives that involve vulnerable populations that are threatened by the propagandist's enemy or opponent. This may sometimes be an entire nation, which can be convinced to believe in its own vulnerability to external threat and more compliant with national authorities.

Title Lorem Ipsum



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CONSECTETUER ADIPISCING ELIT.



NUNC VIVERRA IMPERDIET ENIM.
FUSCE EST. VIVAMUS A TELLUS.



PELLENTESQUE HABITANT MORBI
TRISTIQUE SENECTUS ET NETUS.