



*Think
Protect
Connect*

Workshop Five

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Persuasion Versus Propaganda

Outline of Workshops

- 1.** Personal Identity - Who am I?
- 2.** Group identity, belonging and Shared (British) Values
- 3.** Stereotyping
- 4.** Extremist views and behaviour
- 5.** Propaganda and the media
- 6.** Staying safe online



Group Agreement



- Be open and honest
- Confidentiality
- Ask if you don't understand
- Join in





Dealing with difficult issues



- Listen and respect the opinions of others - even if you don't agree with them
- Challenge the issue not the person
- Agree/Disagree/Agree to Differ



*The place to put questions and issues that need
to be discussed at the end of the workshop*

Parking Area



Workshop Five

Persuasion Versus Propaganda



Learning Outcomes:

I will **understand** what
propaganda is.

I will understand how
propaganda is **used** by
extremist groups.

Activity - The Art of Persuasion

Do what I want
you to do!

Erm.... ok





Think

What is Propaganda?

A range of
techniques that are
used to influence
our thoughts,
beliefs, emotions or
behaviour.

Talking Point

What do these images have in common?



They are all used to influence you.

They are all examples of propaganda!

Think

Propaganda comes in many different forms



It can tell us how much we should **like** something



Or how something **might be** for our health

Propaganda has been used to support various causes...



Connect

By different groups, at different times.

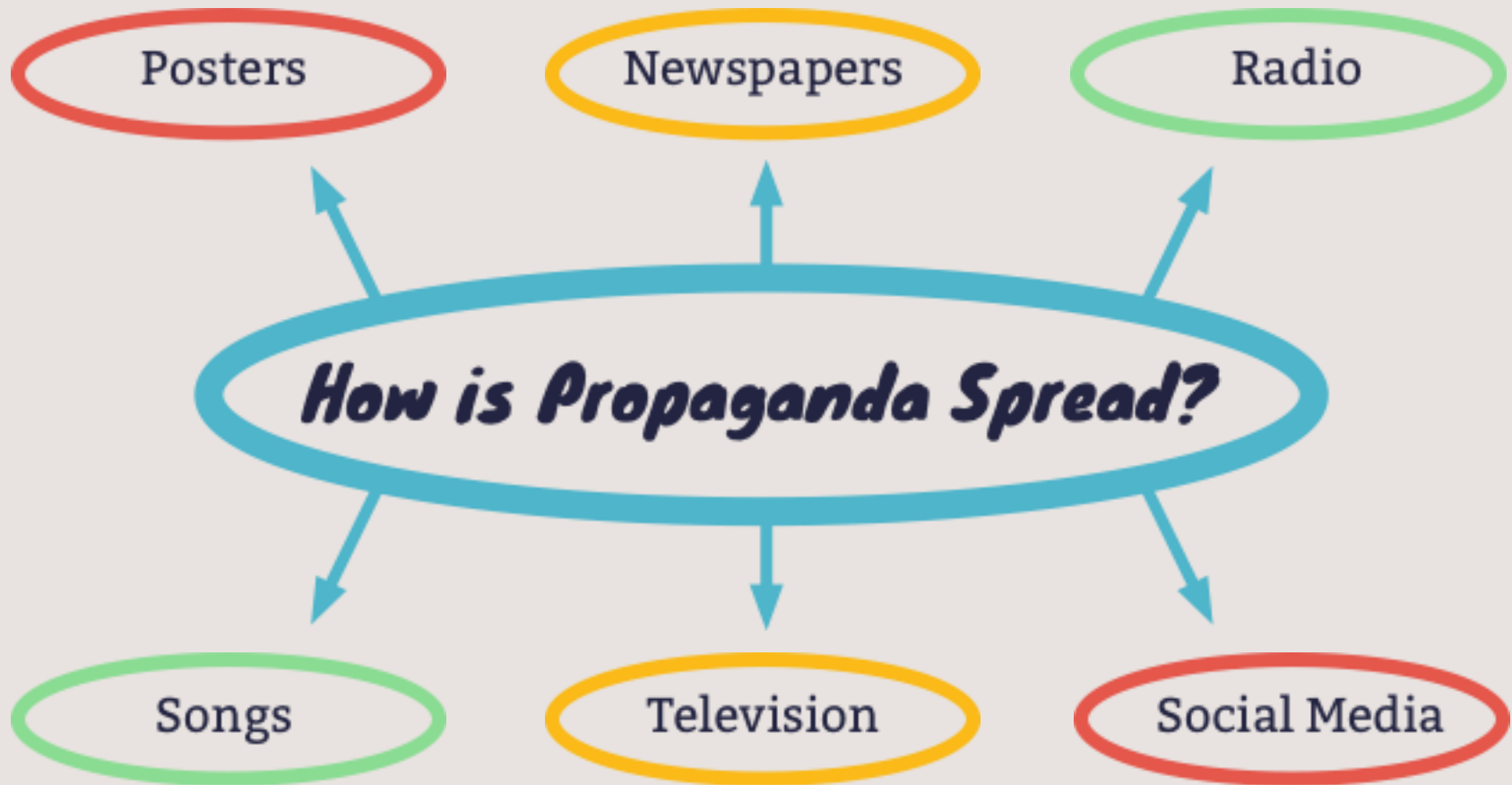
Think

Who uses propaganda?

- The media
- Political parties
- Extremist groups



Talking Point



Talking Point

Different propaganda techniques



Bandwagon

Everyone is doing it.
You must **join in** to
fit in.



Name-calling

Labelling a person or
group of people with
negative words.



Fear

Using words or
images to play on
our **fears**.

Talking Point

Different propaganda techniques



Card Stacking

Presenting only **one side** of the argument.



Emotional Words

Using words that make you **feel strongly** about someone or something.



Compare & Contrast

People are led to believe that a person or thing is **better** than another.

Talking Point

Name-calling

What type of propaganda uses negative words against a person or idea?

Bandwagon

What type of propaganda makes you want to jump in and follow everyone else?

Compare & Contrast

This type of propaganda creates a 'us' and 'them' mentality.

Fear

When our fears are played upon what type of propaganda is being used?

Card Stacking

What type of propaganda only presents one side of the argument?

Activity - Did you get the message?

.....



Activity - Did you get the message?



1. What **beliefs of behaviour** is the author attempting to **influence**?
2. Who is the propaganda/ message **aimed at**?
3. What propaganda **tricks** are being used?
4. What is the **key message** being communicated?

Activity - Did you get the message?



1. What propaganda **tricks** are being used?
2. What is the **key message** being communicated?
3. Who is the **author**?
4. What **beliefs of behaviour** is the author attempting to **influence**?

Workshop Five

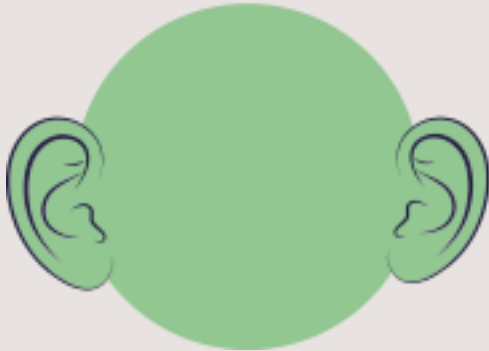
Persuasion Versus Propaganda



How can we avoid being used by propaganda?



Watch for the use of propaganda



Read and **listen** to reliable and trustworthy sources



Feedback



This resource was developed using the Home Office Innovation Fund for Prevent in partnership with the following organisation:



**Safer
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www.autismspecialists.co.uk

**Autism
in
Translation**

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