

## **What is Propaganda?**

Propaganda is synonymous with lying.

Propaganda is half truth and half lie.

This will bias the information and  
Inviting misleading information and tricking other information.

In order to do propaganda, one must understand:

- ① The masses are thoughtless. (low IQ)
- (2) The mass media have a huge influence in propaganda.

In persuasion, humans have two patterns.

① Peripheral route  
(majority judging information by simple clues)

② Central route  
(The scrutinized and thoughtful minority)

Effective propaganda is  
These are the people who choose the former peripheral route.

**If inciting the public or advertising,  
The premise is to target “peripheral routes”.**

short, memorable, visual  
Appealing propaganda can easily brainwash the masses.

**Our world is full of propaganda, and anyone can fall prey to propaganda.**

Newspapers, TV, smartphones, billboards, posters.  
Not a day goes by without seeing an ad.

At any time someone encourages purchases,  
I'm trying to tell you what's great and what's true.  
That is modern.

Why am I sharing this knowledge?

This is very important information and I felt that it is necessary knowledge for everyone.  
So I decided to share.  
I hope this knowledge helps you in your life.