

# CAN YOU TELL WHAT'S NEWS AND WHAT'S PROPAGANDA?

## What Is Propaganda?

Propaganda is information that is biased or misleading—like fake news. It is used to promote a particular idea or point of view, usually one that benefits Big Business or furthers a political agenda.

### Successful propaganda is achieved through five key steps:

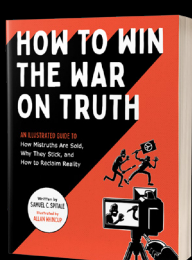
- 1 It reduces a complex story to a simple black-and-white narrative . . .
- 2 This narrative relies on implicit bias . . .
- 3 That implicit bias evokes negative emotions . . .
- 4 Those negative emotions divide people into in-groups and out-groups, creating an US versus THEM mindset . . .
- 5 And all of this is done for the economic benefit of the power class.



Does this sound like any news stories you've read lately?



The best way to fight propaganda is to recognize it!



Adapted from *How to Win the War on Truth* by Samuel C. Spitale and illustrated by Allan Whincup. Reprinted with permission from Quirk Books.

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