

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 ignores the full picture in favor of a simple black-and-white narrative.

GLOBAL WARMING IS A HOAX!

2 This narrative appeals to our unconscious cognitive biases.

AS LONG AS I DENY THAT CLIMATE CHANGE EXISTS, I DON'T HAVE TO ALTER MY BEHAVIOR OR DO ANYTHING ABOUT IT.

i.e., the status quo bias

3 This bias evokes negative emotions.

THAT'LL SHOW THOSE ELITE SCIENTISTS FOR TRYING TO TELL ME WHAT TO DO!

4 These emotions divide us into market segments of in-groups and out-groups, creating an Us vs. Them mindset.

BY FOCUSING MY NEGATIVE EMOTIONS ON THE EXPERTS, I'M UNINTENTIONALLY SIDING WITH THE PROPAGANDISTS.

5 And it's all done for the economic benefit of the power class.

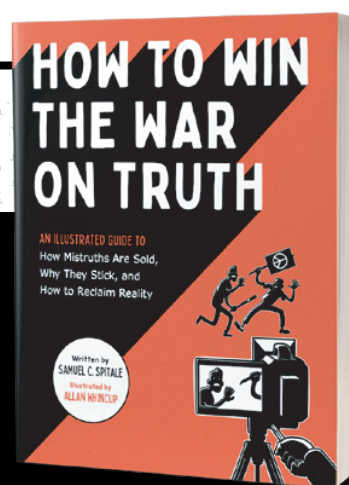
THE ONLY ONES WHO BENEFIT FROM ME BELIEVING THIS STORY IS THE OIL AND GAS INDUSTRY, AT THE EXPENSE OF THE PLANET!



Does this sound like any news stories you've heard 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.

Learn more at [QuirkBooks.com/WarOnTruth](https://www.quirkbooks.com/WarOnTruth)


QUIRK