

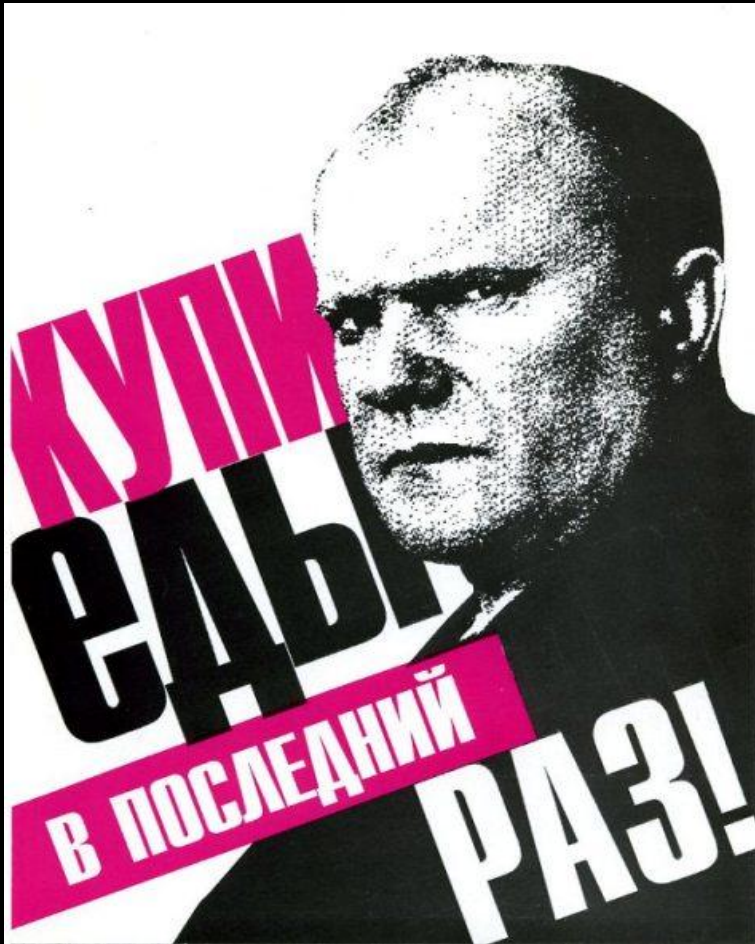
Пропаганда: иллюзия обмана

Роман Романов,

СОЦИОЛОГ,

кандидат социологических наук

Что такое пропаганда?



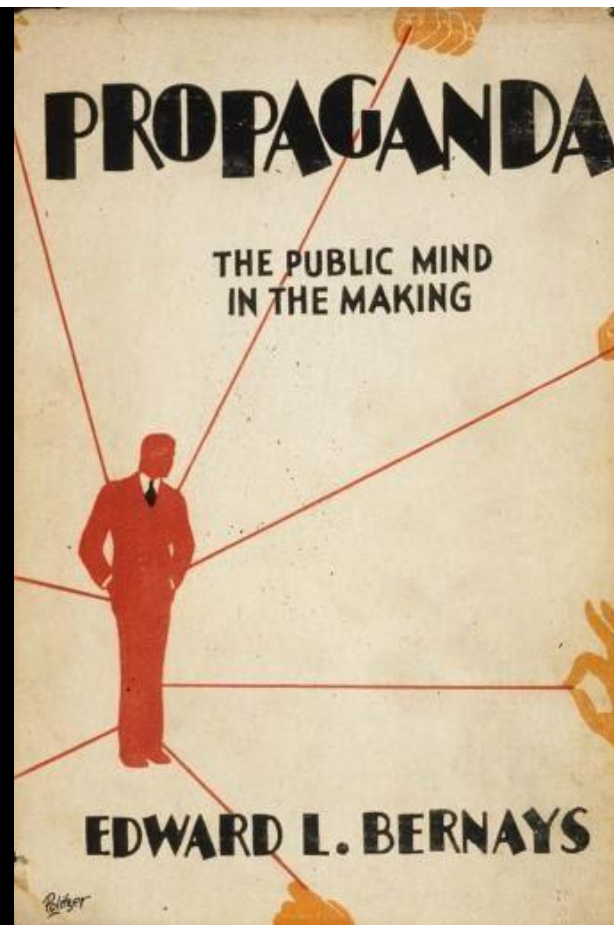
«Видите ли, при моей работе нужно повторять некоторые вещи снова, снова и снова, чтобы правда дошла, чтобы, как бы сказать, катапультировать пропаганду»

Дж. Буш-младший

Определение:

Пропаганда – систематическое целенаправленное внедрение ценностно-окрашенных точек зрения с целью изменения социального поведения людей или его отдельных компонент, а также с целью противодействий аналогичным действиям, осуществляемым другими агентами

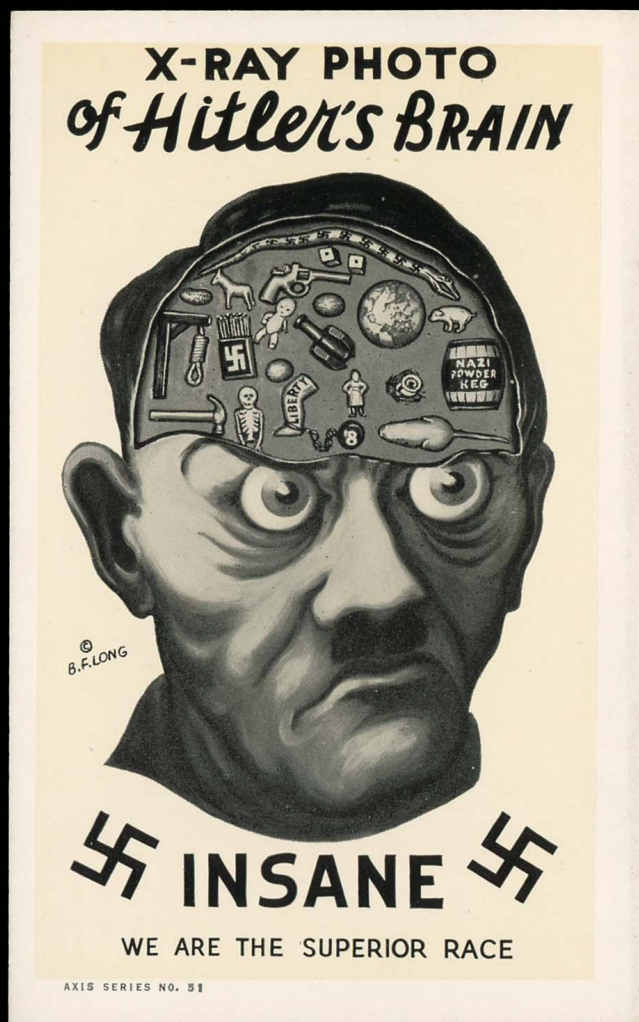
Р.Романов



Что это значит?

- Пропаганда – не однократное действие, а система
- Важно – изучать принципы, а не приёмы
- Сложно найти не-пропаганду

Принципы пропаганды:



- Дезориентация критического мышления
- Включение эмоций
- Работа со стереотипами
- Рефрейминг
- Горизонтальная пропаганда (лидеры мнений и сообщества)

Задача пропаганды – изменение

- поведения
- установок
- ЭМОЦИЙ
- знаний



КАК ЭТО СДЕЛАТЬ?



Приём 1:

Изменение масштабов проблемы

- **Смещение**
- **Расширение**
- **Смещение**

Расширение:

«Это говорит о том, что этих людей не заботит судьба России и российского народа. Они играют в придуманную западными спецслужбами игру, пляшут под их дудку и бессовестно пытаются выдать себя людьми, переживающими за будущее нашей страны»

Рамзан Кадыров об оппозиции



Смещение:

<<

царьград

НОВОСТИ

СТАТЬИ

ВИДЕО

СМЫСЛЫ

СПЕЦРЕПОРТАЖИ

БЛАГОТВОРИТЕЛЬНОСТЬ



В МИРЕ

ПОЛИТИКА

ЦЕРКОВЬ

ОБЩЕСТВО

ЭКОНОМИКА

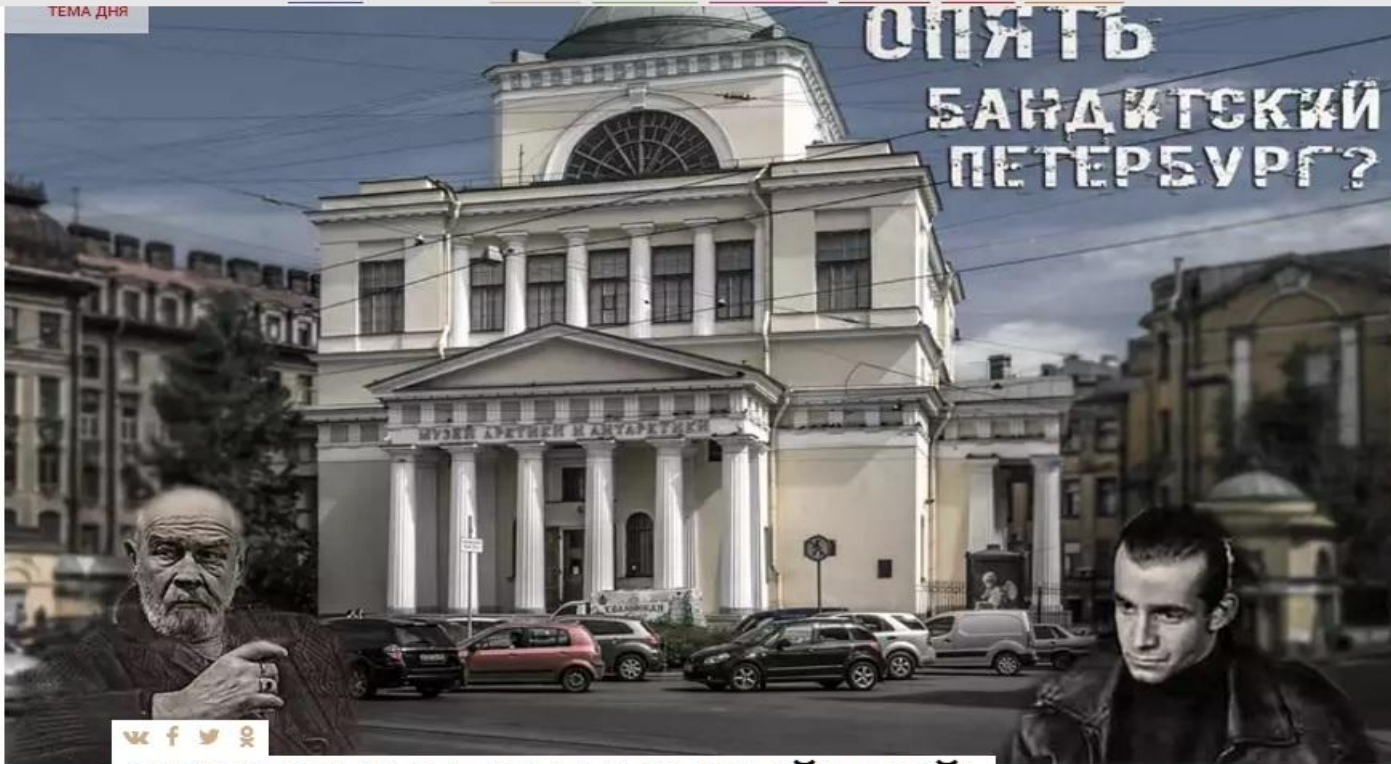
ИСТОРИЯ

ВОЙНА

КУЛЬТУРА

СДЕЛАНО В РОССИИ

ТЕМА ДНЯ



ДАТА
01.02.2016

ЭКСТРИМ ПОД МУЗЕЙНОЙ ВЫВЕСКОЙ

Попытка "рейдерского захвата" Музея Арктики и Антарктики оказалась сюжетом из сериала "Бандитский Петербург".

Сужение:

«Не Путин насрал в подъезде»



Приём 2: Доведение до абсурда



Глава Чечни Рамзан Кадыров прокомментировал произошедший инцидент, когда группа молодых людей, как сообщалось, «неславянской внешности», бросила в лидера партии «Парнас» Михаила Касьянова торт, [передает](#) РИА Новости.

«Опять я))))!!?», — написал Кадыров в комментарии под одним из постов в Instagram.

Митт Ромни – единорог?

Mitt Romney is a Unicorn



(Update: Bennett has now backed off his threat to keep President Obama off the ballot, and apologized! But hey, he still hasn't answered the questions re: "unicorn-gate", and other birthers are constantly emerging, so... keep those messages coming!)

The Arizona Secretary of State, Ken Bennett has announced that he may keep Barack Obama off the ballot because of "questions" whether the president was born in America. What provoked him to do so? Sternly worded emails:

Bennett, the state's No. 2 elected official just below Gov. Jan Brewer (R), said his investigation isn't personal. He said the reason he started looking into it is because he got more than 1,200 emails asking him to do so. [\(source\)](#)

But what about Mitt Romney? What about the persistent rumour that Mitt Romney is in fact, a unicorn?

Tell the AZ Sec of State: "Mitt Romney may be a unicorn! Investigate!"

"I understand you considered kicking President Obama off the ballot because some people continued to raise questions about his birth. Well, I believe it cannot be proven conclusively that Mitt Romney is "not" a unicorn. A unicorn would not be qualified to be president. Thus, I hope you will apply the same standard to Romney, and investigate the unicorn question."

First Name*

Last Name*

Email*

Приём 3: Пустое понятие

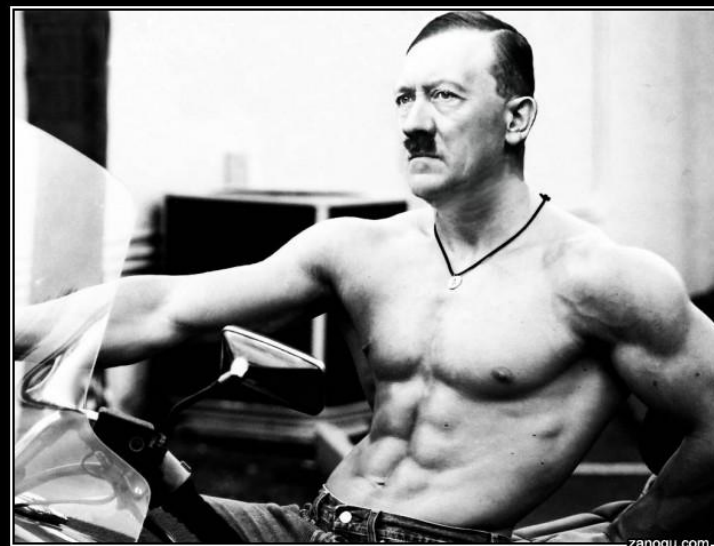
- Инновации
- Демократия
- Креативный класс
- Модернизация
- Фашизм
- Хунта
- ...



Приём 4.

«Образ-вампир» и переход на частности

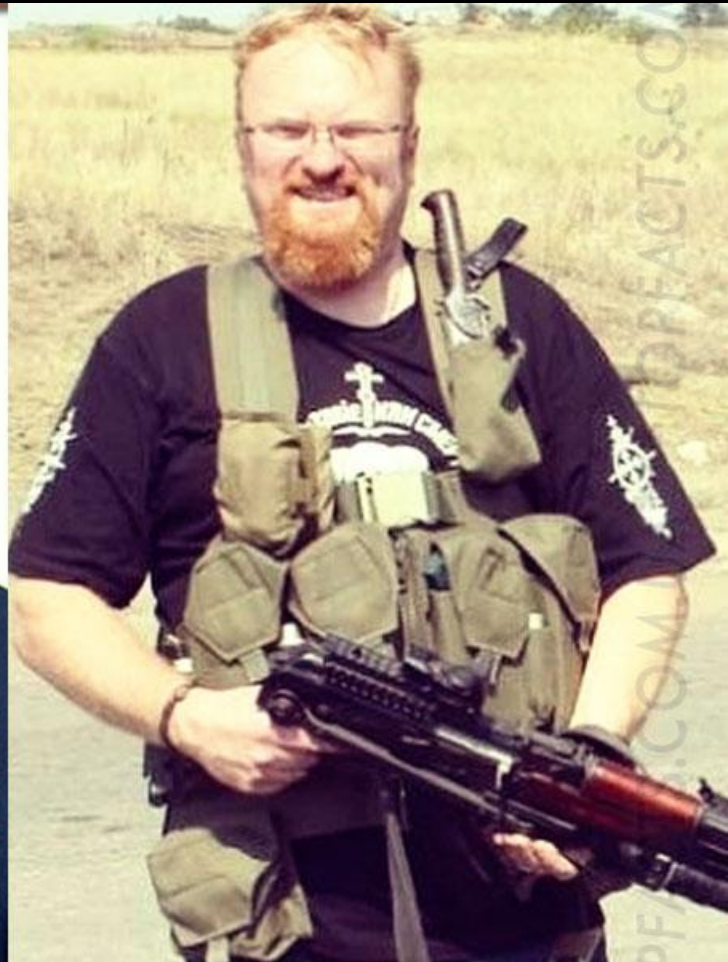
- Креакл
- Таджикская девочка
- Польский сантехник
- Агент Госдепа
- Гитлер
- Простые люди
- ...



А ПОТОМ

он начал принимать наркотики

Гей-пропаганда и городской парламент



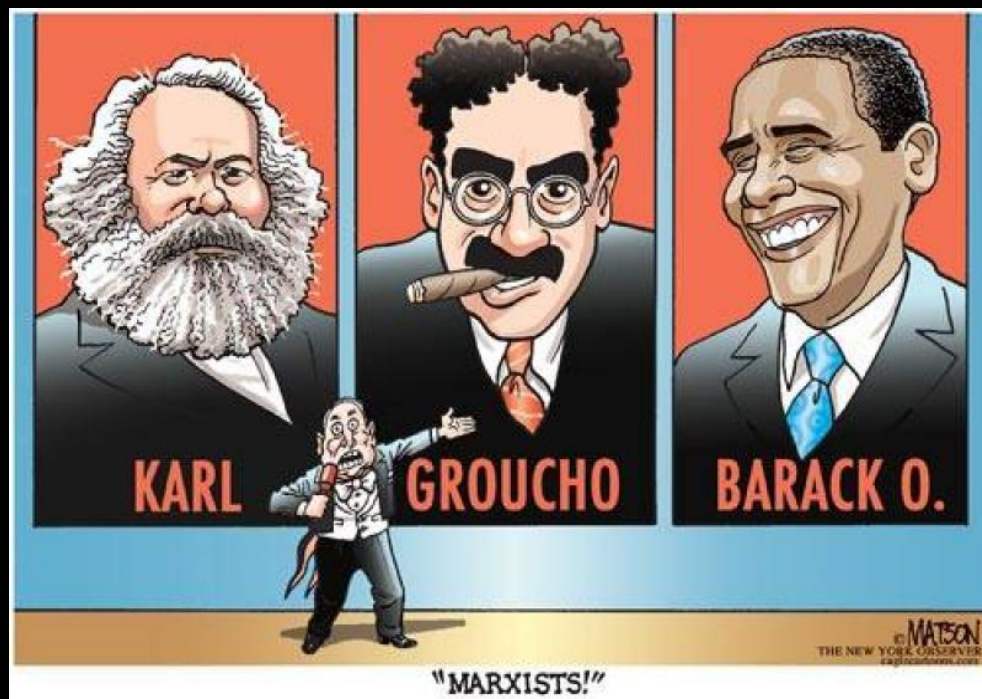
«Водопроводчик Джо»



Джо Вурцельбахер,
водопроводчик из Огайо
(президентские выборы в США, 2008)

Приём 5. Отравление источника

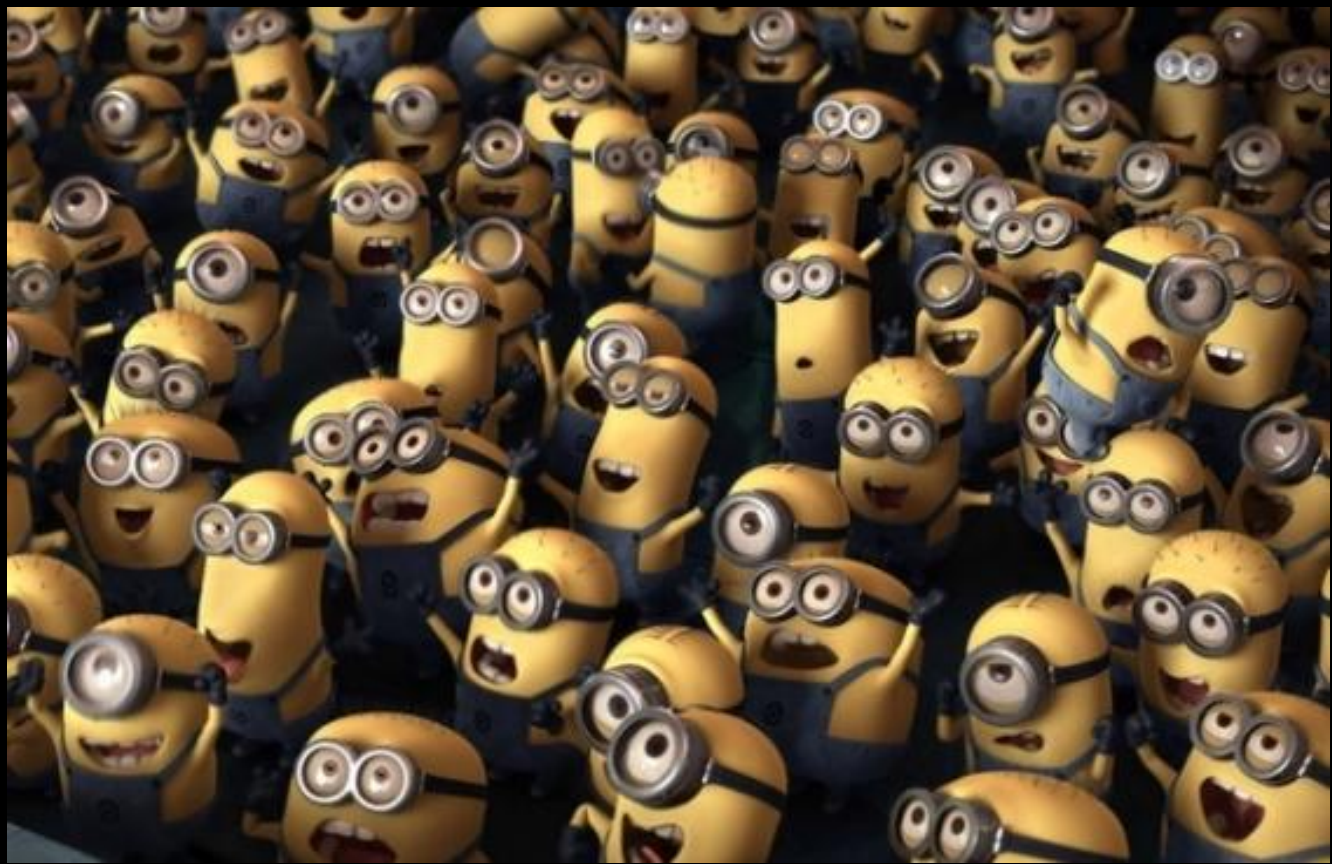
- Критика личности
- Критика обстоятельств
- «И ты тоже»



Майкл Мур напоминает!



Приём 6. Чёрный шум



Прием 7. Глобальные тенденции

THE GOOD SHEET • N° 006 • October 16-22, 2008 • WWW.GOOD.US/

CATEGORIES: BUSINESS & MONEY

IT'S THE ECONOMY, STUPID!

The dollar is weak. Food and oil prices are high. Our nation is spending well beyond its means and owes trillions of dollars in debt to foreign governments. What most of the gloom-and-doom reports don't provide, however, is perspective—a historical survey of an economy that's been through more than a few ups and downs in its day. Here's a farsighted view of how our temperamental economic machine works, and a close-up of how it stands today. **KEY DEFINITIONS**

THE NATIONAL DEBT

This is the total outstanding amount that our federal government has borrowed up to the present day. To borrow money, the U.S. Treasury issues securities such as bills, notes, and savings bonds to individuals, corporations, and foreign, state, and local governments.

U.S. National Debt is inflation-adjusted 2007 dollars
U.S. National Debt — — — — — in actual dollars, U.S. Treasury figures

Debt: GDP
\$269.5 / \$161.5 billion billion

GROSS DOMESTIC PRODUCT

The GDP is a way to understand the size of a country's economy. It is the dollar value of the total goods and services that the nation's population produces. It is usually calculated by adding up everything the population spent plus the country's net exports. By tracking GDP over time we can evaluate the health of the economy.

U.S. GDP in inflation-adjusted 2007 dollars
\$201.1 / \$11 billion billion

INFLATION-ADJUSTED DOLLARS

Figures that have been corrected for inflation, allowing us to compare the price of a product over different time periods using a single value for the dollar.

ACTUAL DOLLARS
Figures shown in the money value of a particular time in the past.

STOCK INDICES
The Dow Jones Industrial Average (the Dow) is an index that tracks the stock prices of 30 prominent companies.
The Standard & Poor's 500 (the S&P 500) is an index that tracks the stock prices of 500 large American companies.

THE BUSINESS CYCLE

A **BOOM** is a period of economic growth or expansion, while a **RECESSION**, or a long-term cycle of economic contraction, from 1854 to 1943, the typical boom or bust lasted 21 months. Since World War II, expansions have averaged 50 months and contractions have averaged 11 months.

RECESSION

A recession, also called a "bust," is generally defined as two quarters of slow or negative GDP growth. The technical definition, as set by the National Bureau of Economic Research, is when economic factors such as GDP, income, employment, industrial production, manufacturing, and sales significantly decline over the course of more than several months.

STAGFLATION

A term first used in the 1970s for simultaneous inflation and stagnation—a prolonged recession—the phenomena that were thought to be mutually exclusive before that time.

UNEMPLOYMENT RATE

The percentage of the workforce, people of working age who are looking for work—without a job.

THE STOCK MARKET
A market where shares of companies are issued and traded, giving investors some ownership in a company while providing those companies access to capital. In the United States, stock prices are an indicator of economic health.

THE NATIONAL ASSOCIATION OF SECURITIES DEALERS Automated Quotation (NASDAQ)
The first market in the United States to feature electronic trades.

The New York Stock Exchange (NYSE)
One of the world's largest stock markets, and the oldest in the United States.

INFLATION

Over time, prices for goods and services rise due to factors such as an oversupply of money in the market or increasing energy costs. The steady corresponding effect is that the nation's currency has less purchasing power.

The effect of inflation:
A half-gallon of milk in actual dollars

HAVES AND HAVE-NOTS

In 2000, the median American family made about \$41,000. In 2007, it made \$60,500 (both numbers in inflation-adjusted 2007 dollars).

In 2007, the median annual income for Americans aged 65 and older was \$16,770. The Congressional Budget Office projects that 28 million American households will need food stamps in 2009—up par with the program's 1994 record for participation.

42% of American households spend more than they earn annually. 44% of American employees said they live " paycheck to paycheck" in 2007, up from 37% in 2006.

The average American household has \$8,563 in credit-card debt, which is 15% higher than it was in 2000.

Approximately 42% of American households lack enough liquid savings to support themselves for three months.

This exploration of the economy is a collaboration between GOOD and NISSELMEYER.

SOURCES: American Farm Bureau Federation; Congressional Budget Office; The Economist; Federal Deposit Insurance Corporation; Investopedia; PBS; U.S. Bureau of Labor Statistics; U.S. Census Bureau; the U.S. Department of Commerce; Bureau of Economic Analysis; U.S. Department of the Treasury

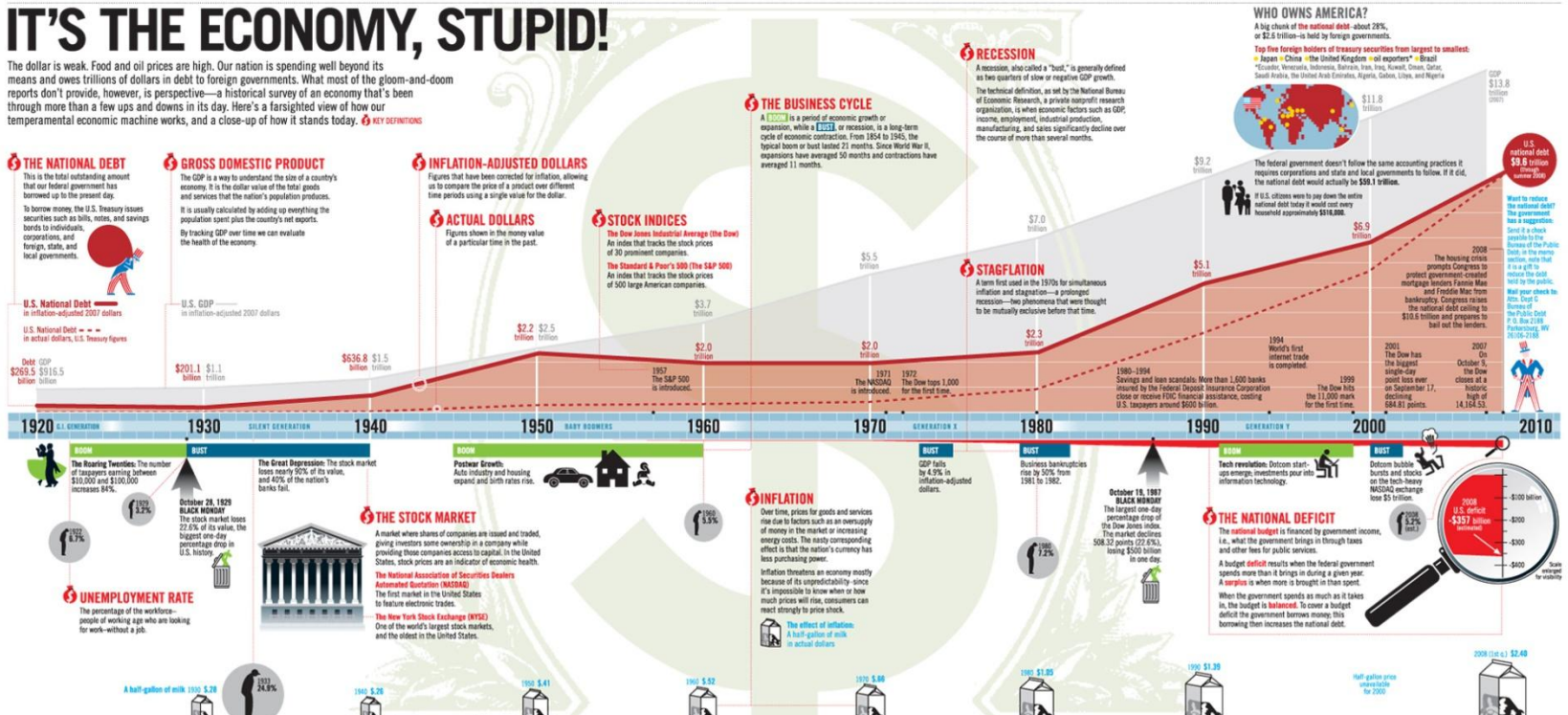
WATCH videos on the economy at www.good.us/

NEXT WEEK'S GOOD SHEET:

The Closest Elections

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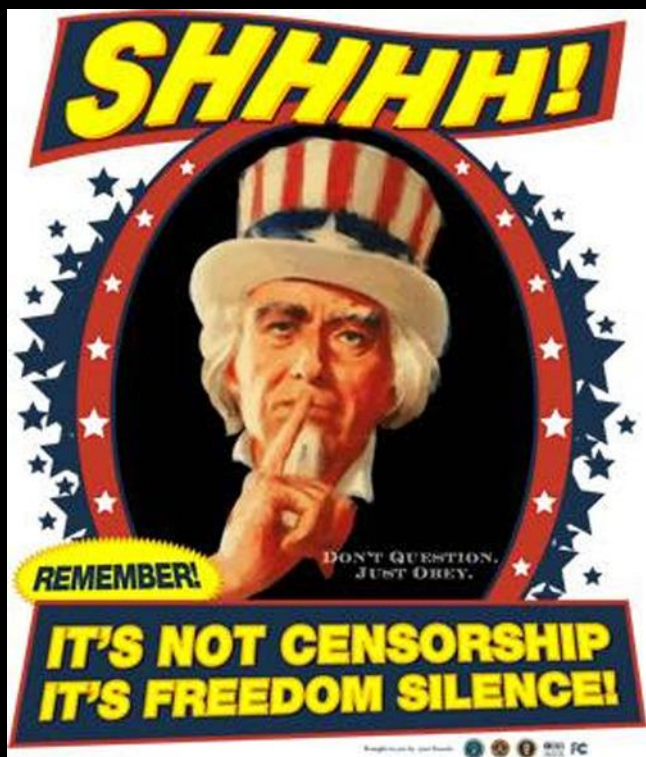
GOOD



Выводы:

- Мы живём в мире пропаганды
- Уйти от пропаганды нельзя
- Можно – выявлять приёмы и тенденции
- Вы сами занимаетесь пропагандой
- Группа риска – среднеинформированные
- Безопасных зон нет (эмоции, знания, действия – всё может быть инструментом)

БУДЬТЕ ВНИМАТЕЛЬНЫ!



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