

# PERSUASION AND PROPAGANDA

development:

Dagna Szwaja

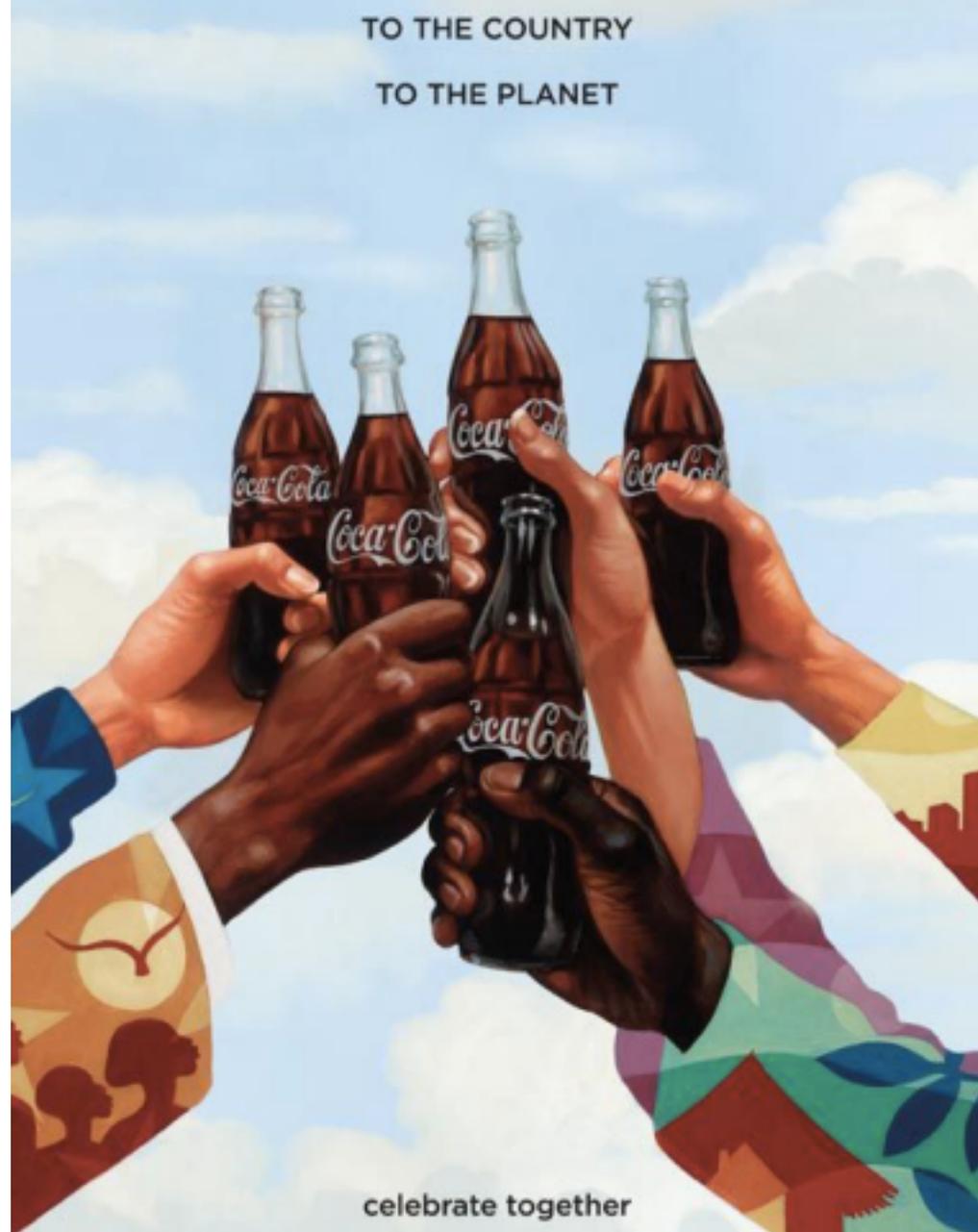
Małgorzata Wołoszczuk

## Persuasion or manipulation?

### propaganda

information, ideas, opinions, or images, often only giving one part of an argument, that are broadcasted, published, or in some other way spread with the intention of influencing people's opinions:

- political/wartime propaganda
- At school we were fed communist/right-wing propaganda.



## **manipulation**

controlling someone or something to your own advantage, often unfairly or dishonestly: • They have been accused of fraud and stock market manipulations.

• There's been so much media manipulation of the facts that nobody knows the truth of the matter. • The country's opposition party claims the president returned to power through political manipulation.

## **persuasion**

both the sender and the recipient know about the persuasion action. The sender makes the recipient aware of the purpose without hiding it. On the other hand, in manipulation, the sender does not inform the recipient about the target, indicates a different target or tries to hide it.

# THIS IS AN AD FOR MEN.

Hire more women in leadership roles. We're all worth it.



L'ORÉAL  
PARIS

\* Peterson Institute for International Economics, February 2018. "Gender Diversity Profitable? Evidence from a Global Survey". Analysis of a global survey of 21,980 firms from 95 countries. [www.pia.com](http://www.pia.com)

# This is not an apple.

This is proof of gravity.

It is a genetic cousin to the rose.

A \$10 billion global market.



An education from DePaul University enables our graduates to see things in entirely new ways. By bringing together students with diverse perspectives and professors who challenge conventional thinking, a wider point of view emerges. It's a different approach to teaching. And it happens every day at DePaul. Experience a **greater perspective.**

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## Examples of manipulation

## 1. Language

„**Free of**” of a certain ingredient. In fact, the manufacturer should prove it, as well as show that a product does not contain another ingredient that presents a similar risk.

“**Only \$99 per month,**” which could be true – for a short period of time until a balloon payment comes due.

## 2. Target pain points.

For example, ***Advil doesn't sell a headache pill. They help you enjoy the time with your kids to the fullest.*** And their drug actually takes the pain away. The pain point is the time missed with your kids.

## 3. Sell them the dream.

Instead of showing what you do, show people what life becomes when they buy your product.

Everybody wants to be a hero!



*Coca-Cola*



**What can the advertisement's goals be?**

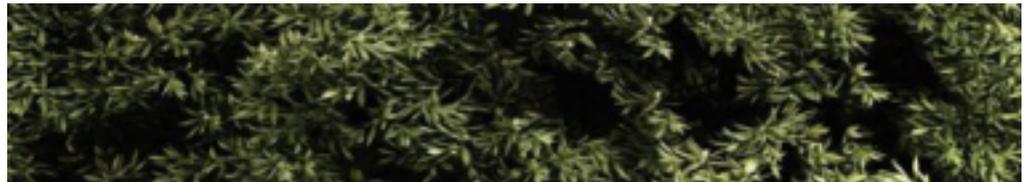
1. Gaining the loyalty of buyers
2. The conviction of buyers that the company's product is the best
3. Maintaining the loyalty of customers
4. Informing about new features
5. Prevent slowing down of sales
6. Revitalization of the product

## **THE PSYCHOLOGY OF PERCEPTION**

### **The course of the perception process:**

1. Primitive categorization - isolating the figure from the background
2. Understanding with emotions
3. Content recognition and verification
4. Understanding of the symbolic meaning

### **The rule of balance**



**At a distance of 1/3 from the top of the page there is the optical focal point where the eyes remain the longest.**

This is where the advertising slogan, or the main object should be placed to maximize the chance that it will be noticed and remembered.

## **The rule of eye glance**

**Human does not look closely at advertisements, but only glances at them. Our goal is therefore to design the advertisement in such a way that it attracts her/his attention.**

How to do it?

**-leaving a large empty space.** Then the reader's gaze automatically shifts to where a picture is. Relevant information is placed where we automatically direct our eyes.



**-contrast.** People perceive elements that are significantly different from the rest. For example, white letters on a black background.

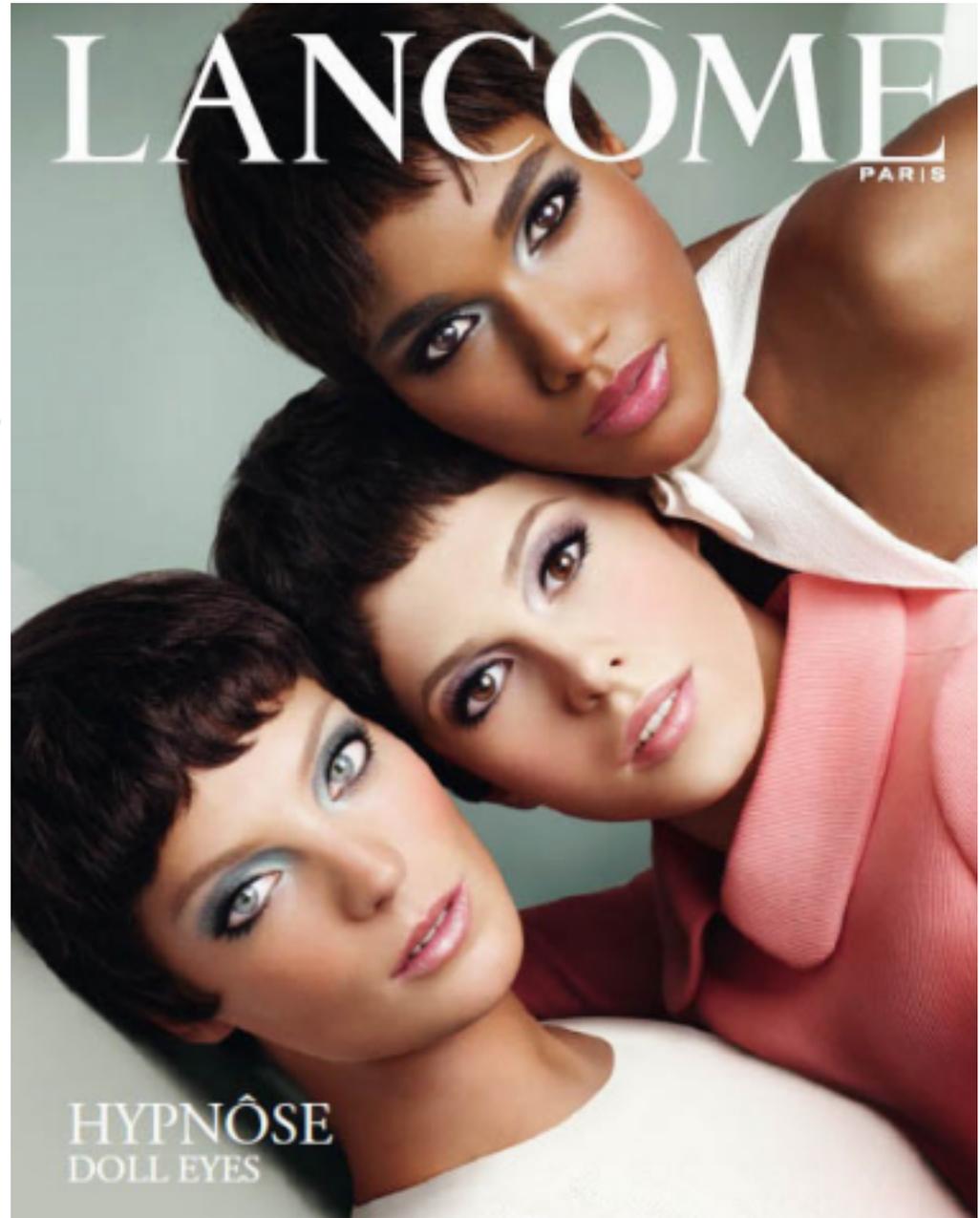
## The rule of movement

The human face is so interesting to us that we pay attention to it as soon as it appears in the photo.

In a situation where the photographed person is looking at something or pointing at something, our eyes go in the same direction.

It is good to put an extended index finger (or a thick arrow) on the ad, which will direct the reader's eyes to a specific piece of information.

## Breaking the rules



Sticking to the rules definitely helps in achieving the desired effect, but looking at the most iconic campaigns and photo sessions, you can say that it is sometimes worth extending the limits. You just need to know where to stop.



Lack of contrast and lack of harmonious composition are replaced by eye-catching movement.

# The importance of marketing

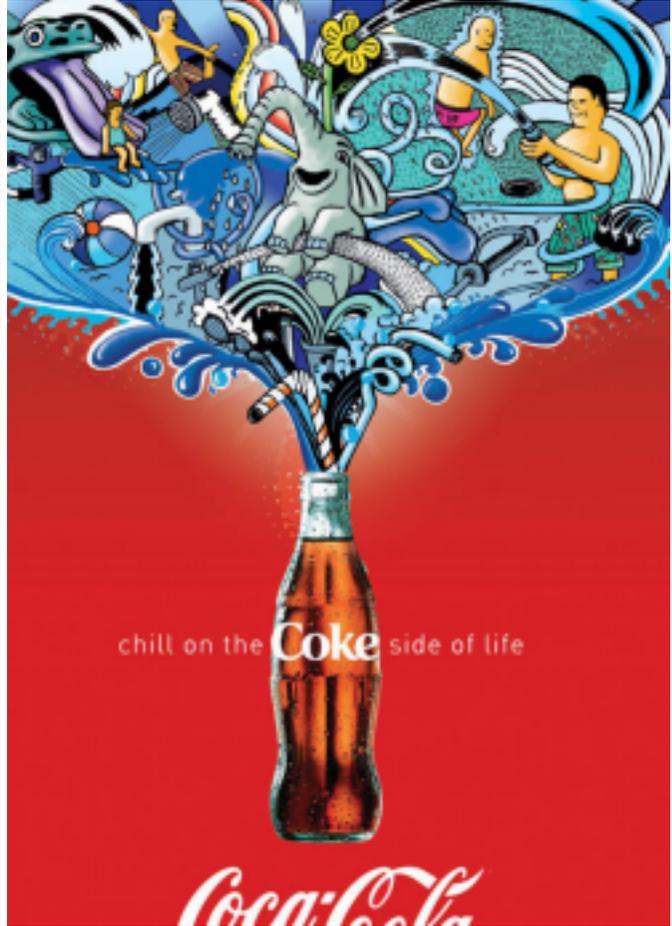
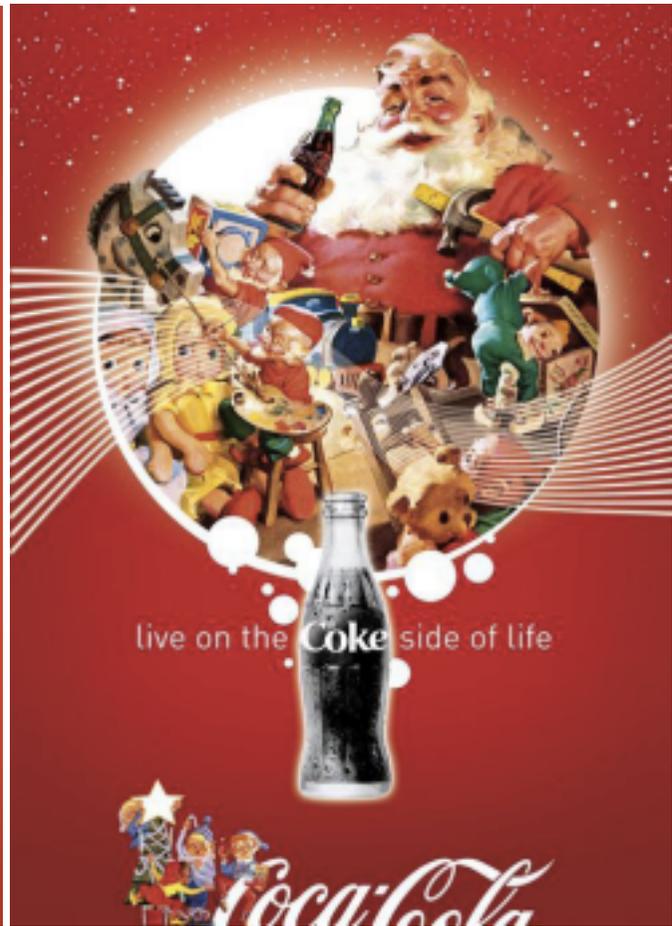
## – The Pepsi Paradox

The statistical and psychological observations show that **a person is prone to prefer Coca-Cola over Pepsi when they have labels**, but prone to **prefer Pepsi over Coca-Cola when they are unlabelled**.

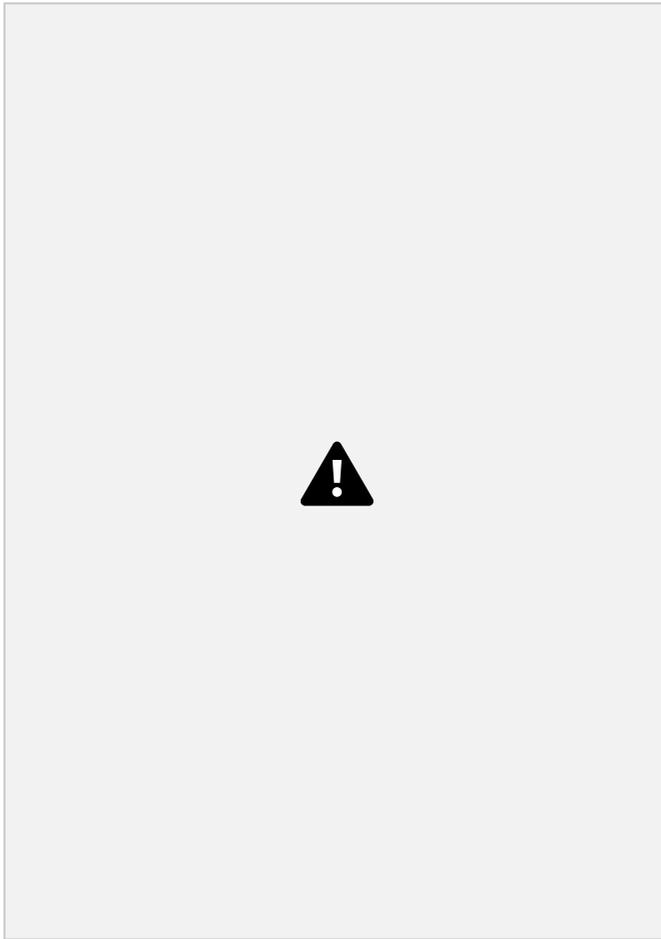
**Pepsi doesn't have one clear message**



**Coca-Cola is for the happy moments in life**







# **SCHEME THEORIES**

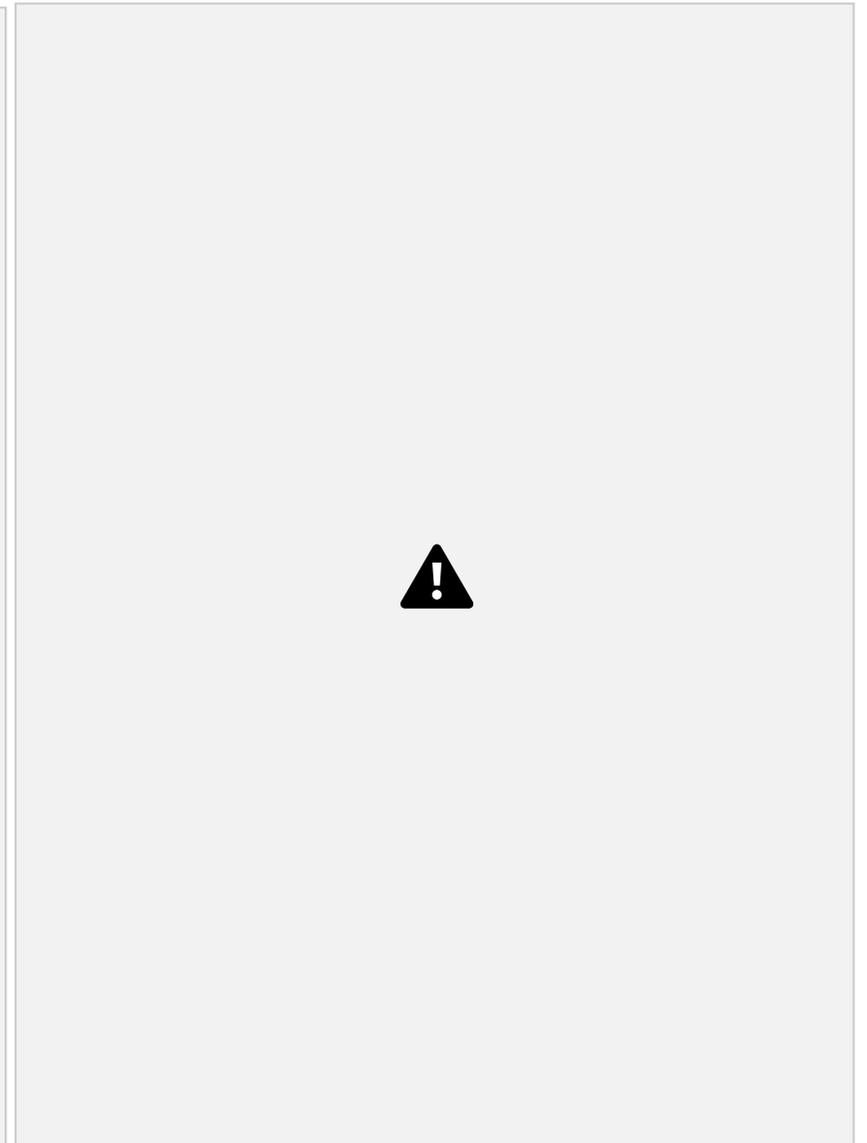
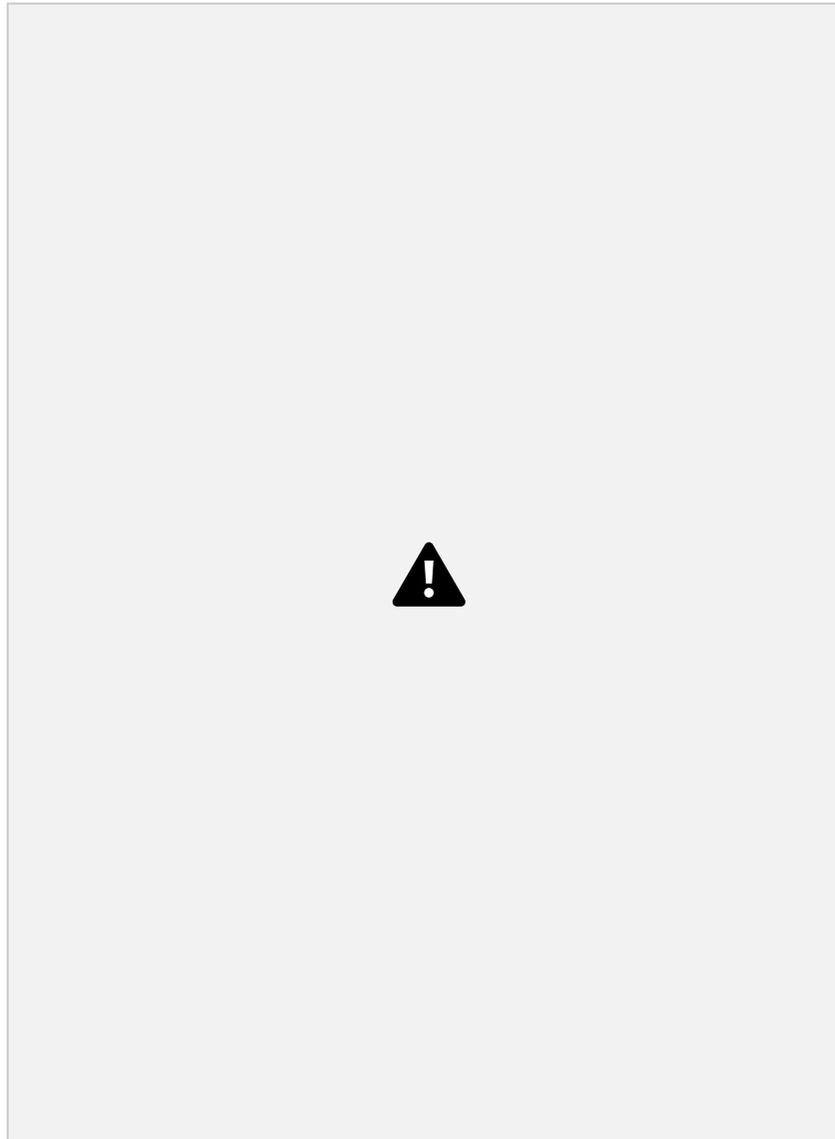
## **Brannon i Brock**

a message reflecting the recipient's patterns is more persuasive

## **Robert Heath**

rememberability results from the interest that a person feels at the moment when he encounters

some contradiction and ambiguity



keeps attention longer  
provides better remembering

**Compatibility and incompatibility with the**

# topic: what it gives us?

## **compatibility:**

builds trust,  
criticised less  
maintain the brand image but

worse remembering less attention

## **incompatibility:**

easy to notice,  
easy to remember,  
interesting,

but

it's important to be careful about the brand and  
the product image and don't overdo it



# Importance of colour

Each colour has a message. Using them in a conscious way can make an advertisement more impactful on subconscious level. Moreover ads with a dominant colour are easier to remember and recognize.













# Has the recipient been convinced? YOU

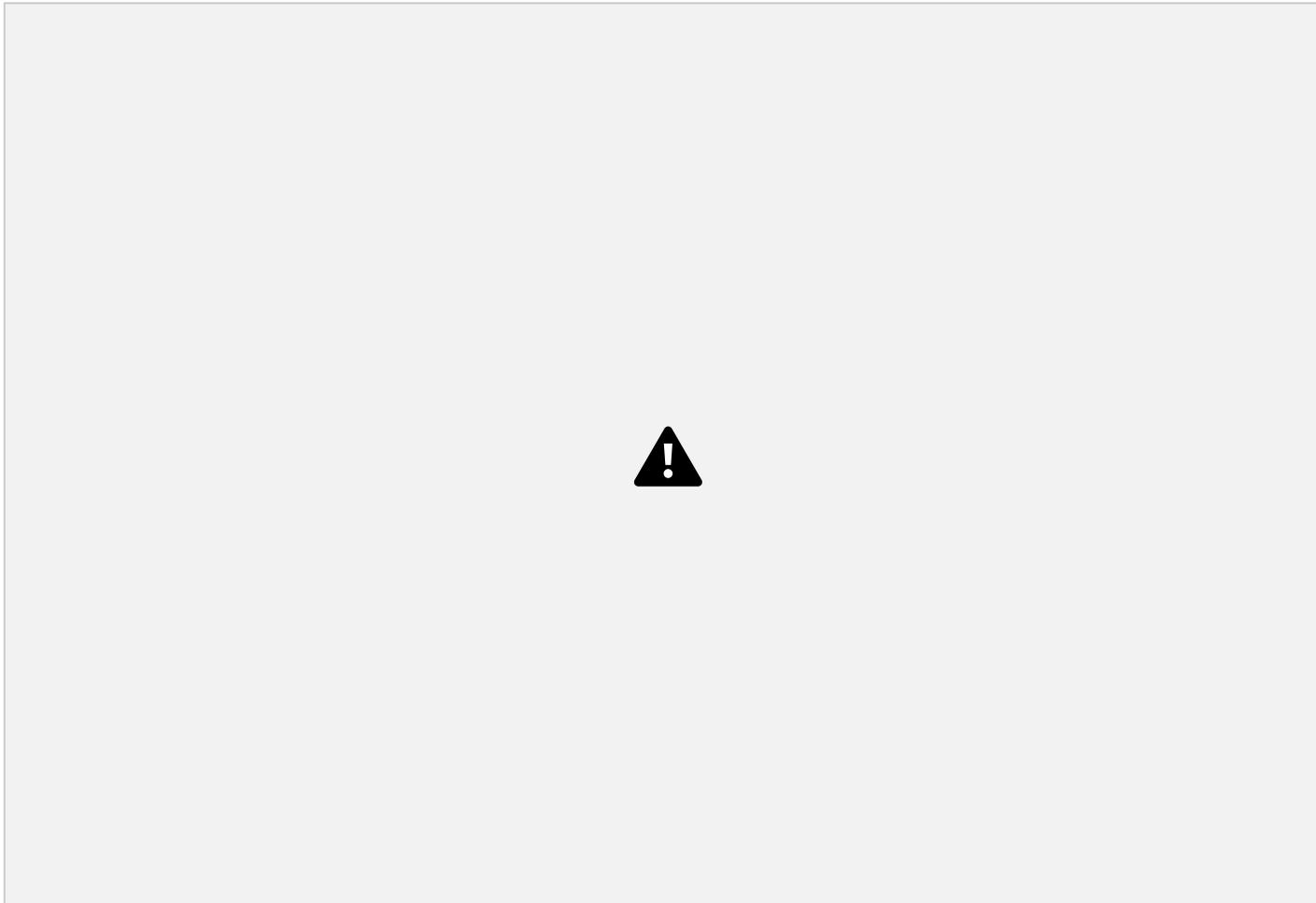
MUST SEE > NOTICE > REMEMBER (?) > BE CONVINCED > **MAKE DECISIONS**

## Advertisement and emotions

-Advertising should be ,symmetrical' to the way people buy products: emotional where we buy on impulse, rational where people are inclined to consider buying.

-humor increases the chance of engaging the recipient's attention

-humor makes the power of arguments unimportant



Such an advertisement was created in the years 1982-2000 by Oliviero Toscani, who made it for the Italian clothing brand Benetton. Each photograph by Toscani tells a story related to socially sensitive topics such as religion, racial diversity, sexuality, tolerance and disease.

For the campaign to be successful, the photos must evoke real emotions, intrigue and catch the eye. Often this is done without taking into account the basic principles of aesthetics, only the emotion counts. Whether it is good or bad, it doesn't matter. It is important that it's controversial.



These 'human' hearts were later revealed to be pig's hearts but that didn't stop people all over the world calling the image, taken by Oliviero Toscani himself, racist. Toscani used his advertising to address racism on numerous occasions.

## **VARIOUS EXAMPLES**

# McDonald's Thailand advertisement

- usually a family-friendly imagery
- advertisement taken people by surprise

at first sight seems like a couple of lovers leaning in for a kiss. When you look closely you realise that one of the faces is actually a McDonald's burger cleverly shaped to look like nose, lips, chin.

## French Ministry of Health

- **goal:** spread the word about the growing problem of childhood obesity, warning parents that obesity starts at a young age.
- advertisement **taken people by surprise**
- **plain but effective:** it shows an ice cream with a fat belly on top of it.
- uses **bright and cheerful colours**, but still



manages to send a **not-so-shiny message** to the kids and their parents.

## **SANCCOB**

- **goal:** help African penguins avoid extinction. advertisement **taken people by surprise**
- adding a small dose of **optical illusions = more intriguing solution.**
- This ad takes the inverted pyramid form to show viewers how the number of African penguins keeps declining over time.
- The technique is complicated, but the message is unambiguous.

## **DER SPIEGEL COVER – Edel Rodriguez**

*“In 2017 the Muslim ban happened. You had planes trying to land, there were kids that were at the air port and couldn’t get out because they didn’t have the permit to come*



*into the country. I was disgusted by it, because to me that's something a dictator would do. That's how Castro and the communists in Cuba treated us."*

– Edel Rodriguez

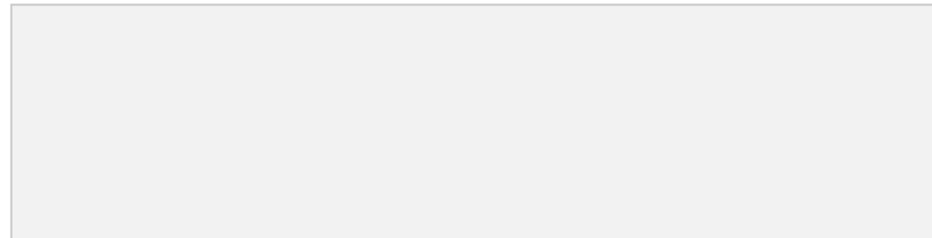
- Trump's treatment of immigrants was particularly upsetting to Rodriguez.
- Rodriguez used the Statue of Liberty to symbolise the damage being done to the reputation and ideals of the US.
- The reaction to the final cover was immediate and intense.

*"There was definitely a big reaction—probably the most of any of the images I've made. The cover was published on Friday at 6pm, and I received calls from The Washington Post and BuzzFeed within five minutes. The next morning, before the printed cover was even on newsstands, protesters had already downloaded and printed the image as large posters, and brought them to protest the Muslim ban on streets*

*and at airports across the country. It made me glad that people were paying attention to the topic. Perhaps it got across how serious this is that an artist would get to the point where they would make an image like that."*

## **Hope, Shepard Fairey, 2008**

The appeal of the image is in its simplicity —



*Obama was fresh-faced, a stark contrast to the weary incumbent George W. Bush and was on course to become the first African-American President of the United States.*

**“Hope” not only summed up supporters’ desires for their President — it also summed up their ambition for America’s future.**

The image is now iconic.

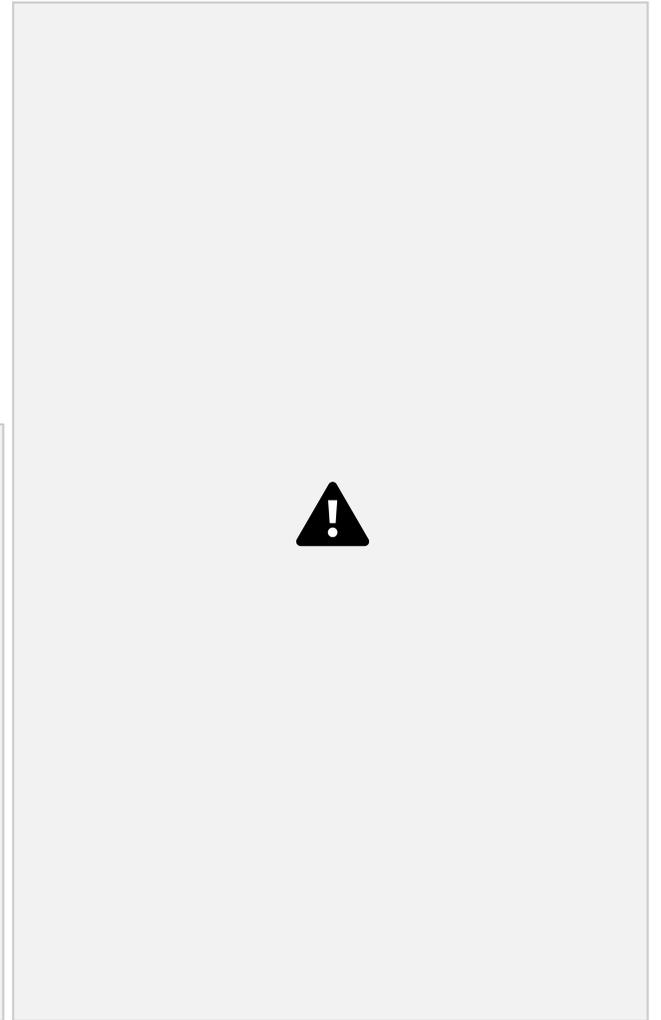
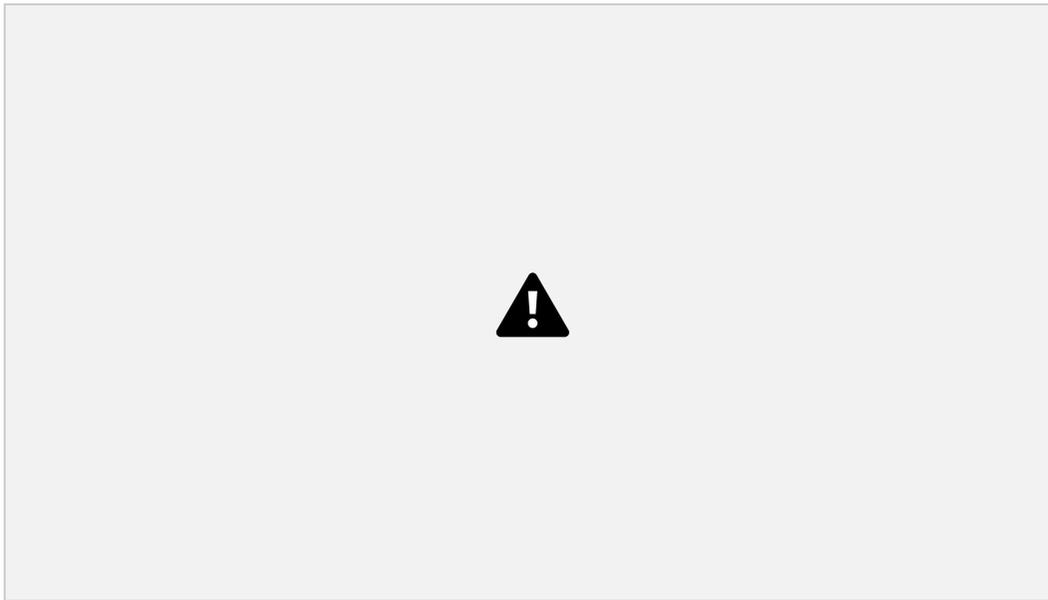


On 21 January 2017, an estimated 2 million people marched in cities around the world for women's rights, LGBTQI rights and racial equality. The march took place on the day after US President Trump's inauguration – and was a direct reaction to a presidential campaign that many saw as fear mongering, and aggressive towards already-marginalised communities.

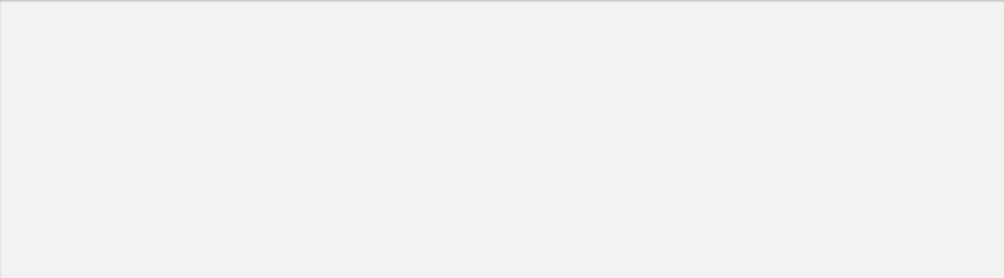
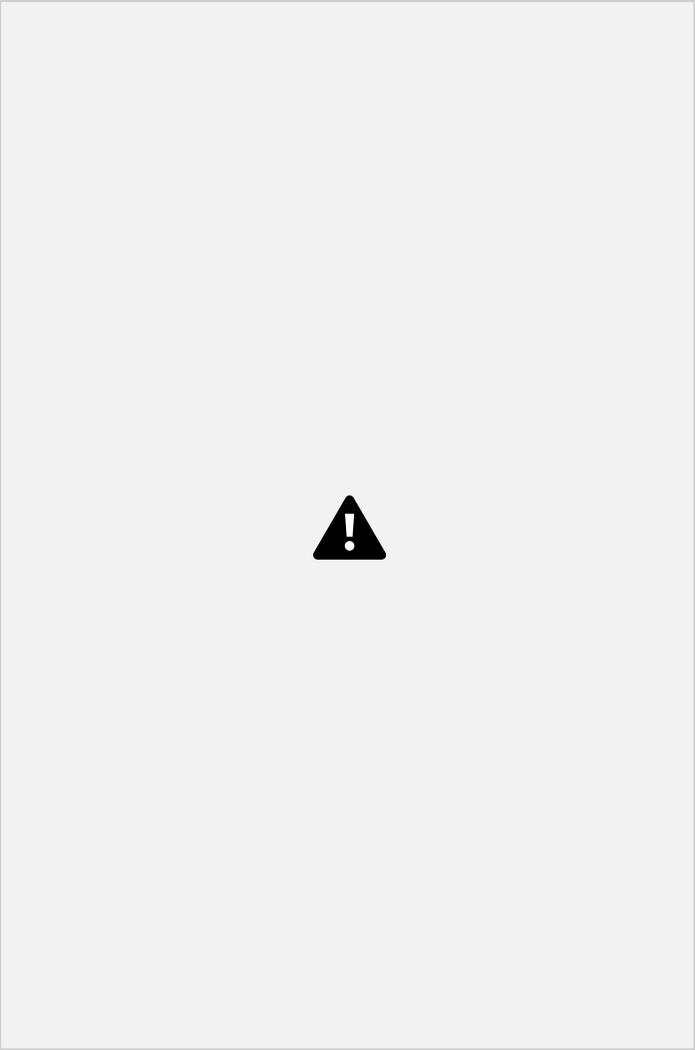
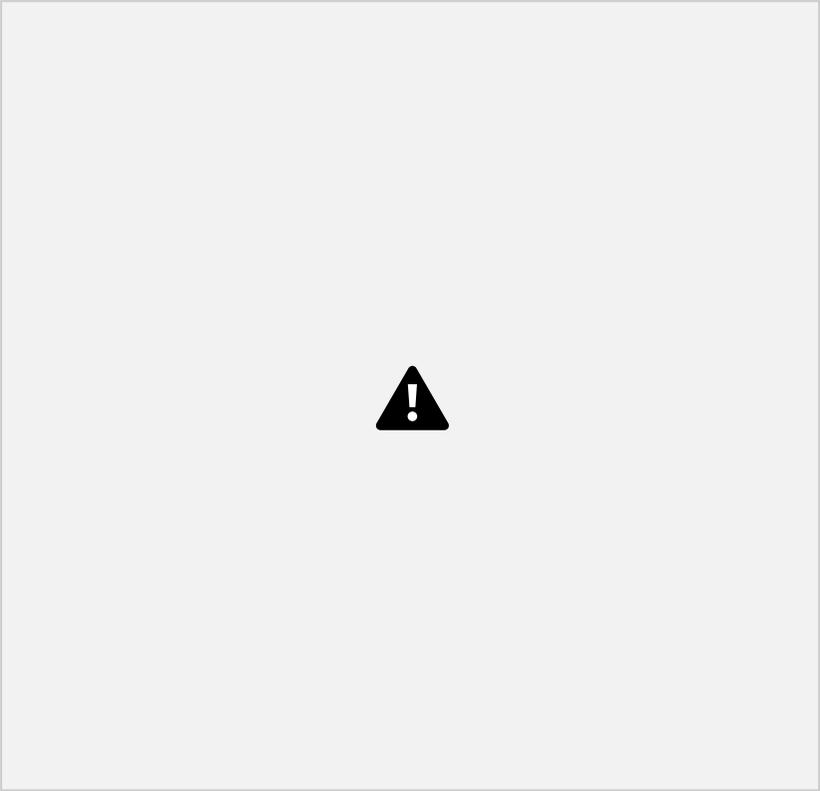


Delegates from New York hold signs in support of Hillary Clinton during the Democratic National Convention in Philadelphia (Andrew Harrer/Bloomberg via Getty Images).

**DON'T!**



**DON'T!**



# Summary

- Use the right **colour** to evoke certain emotions
  - You can use either **compatibility or incompatibility** to show a certain topic
  - Let it be **emotional or rational**
  - You can use **humor** if you want to
  - What **message** do you want to promote? -
- According to the rule of balance remember to **keep the most important part at 1/3 from the top** - The rule of eye glance shows how **the contrast** as well as **the empty space** are working in your advance
- The rule of movement can make the whole situation much more interesting by using **human eyes** or **an index finger** or **a thick arrow** to show **what do we want the recipient to look at**
  - Remember **not to offend** anyone and **not to use too harsh metaphores**



**Thank you!**