

10-step Propaganda Analysis Toolkit¹

Basic

1. What is the **message** of the propaganda?
2. Who is the **sender** of the propaganda?
3. Who is the **intended** receiver (audience) of the propaganda?

Advanced

4. What is the **ideology** associated with the propaganda?
5. What is the **purpose** of the propaganda?
6. What is the **context** in which the propaganda occurs?
7. What **media** are used for the propaganda?
8. How does the intended receiver (audience) **react** to the propaganda?
9. Is the purpose of the propaganda **fulfilled**?

Next level

10. Are any **special techniques** used to maximize the effects of the propaganda?
 - a. Are steps taken to **tailor** the message to an audience?
 - b. Are steps taken to establish **source credibility**?
 - c. Is any appeal made to **group norms**?
 - d. Are any **threats** issued?
 - e. Are any **rewards** promised?
 - f. Does the **language** make use of labels, name-calling, or stereotyping?
 - g. Is any special use made of **imagery**?
 - h. Is any special use made of **music**?
 - i. Is any special use made of appeal to **emotions**?

¹ Adapted from: Victoria O'Donnell and Garth S. Jowett, *Propaganda & Persuasion* (2018).