

Questions for Propaganda Analysis

Writer: Who is the originator / author / force behind this piece of propaganda, whose narrow agenda stands to benefit from it, and how does he, she, or it choose to portray him-,her-, or itself?

Audience: Who is the target audience for this piece of propaganda? Be as specific as you can be. What age, race, gender, nationality, class, or other background is intended to receive this message? If multiple audiences can be detected, how does the message change with each audience?

Subject / Stance: What is the main claim of the piece? What reasons does the piece provide or imply?

_____ because _____
(claim) (reason)

(underlying assumption(s))

Purpose: What are the propagandists' goals and what techniques of propaganda, specifically, do they use as they go about achieving them in this piece? What specific effects, direct and indirect, are these intended to have on the audience?

Situation: What are most important features of the social, political, or historical context that influence the development of this piece of propaganda?

Media:

What choices have the propagandists made in terms of genre, distribution, visual vs. textual, sound, etc.? How do these choices contribute to the effectiveness of the piece?