

# Propaganda

Propaganda is biased information designed to shape public opinion and behavior. Its power depends on the following:

- message
- technique
- means of communication
- environment
- audience receptivity

Propaganda uses one or more common techniques:

- Uses truths, half-truths, or lies
- Omits information selectively
- Simplifies complex issues or ideas
- Plays on emotions
- Advertises a cause
- Attacks opponents
- Targets desired audiences