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ПОНЯТИЕ РЕКЛАМЫ И ЕЕ ВЛИЯНИЕ НА СОЦИАЛЬНУЮ ЖИЗНЬ

Аннотация: Пропаганда - это деятельность или искусство соблазнения других определенным образом, чтобы влиять на мысли людей и контролировать их поведение для достижения определенных целей

Пропаганда включает в себя несколько типов, включая белый, черный, серый и т. Д., И ее цель - воздействовать на души людей, применяя следующие методы: преувеличение и преувеличение, упрощение, оправдание, персонификация, повторение и психологическое заражение.

Ключевые слова: Пропаганда, ее виды, методы и условия.

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PROPAGANDA TECHNIQUES AND THEIR IMPACT ON THE SOCIETY

Annotation: Propaganda is the activity or art of seducing others in a certain way, in order to influence people's thoughts and control their behavior for specific goals. Propaganda includes several types, including white, black, gray, etc., and its goal is to influence the souls of people by adopting the following methods: exaggeration and

exaggeration, simplification, justification, personification, repetition, and psychological contagion.

Key words: *Propaganda, its types, methods, and conditions*

1 - Emergence of the Propaganda and development:

Since the history of mankind, man has expressed himself through symbols, words and writings, and he has continued to search in various ways through exaggeration, distortion of facts and reformulation of news in order to reach his goal. For example, in the history of Pharaonic Egypt, one of them would cancel the other, demolish its temples, smash its statues, and break its sculptures and symbols, as well as the later between the Assyrians, Babylonians and all the peoples who lived in Mesopotamia. Removing certain symbols or ideas and preparing for the introduction of new symbols and granting them legitimacy and attendance can only be done through the work and preparation of propaganda means.

In addition to (Aristotle's) book on rhetoric, which is considered the first written text on the type of propaganda, that is, persuasion propaganda through speech and this book is a basic reference in the audio propaganda to this day. Aristotle asserts that rhetoric aims to persuade the listeners to accept the speaker's point of view and refuse to accept the opponent's point of view [1].

But the term propaganda goes back to the period of the Thirty Years 'War that Europe and Germany witnessed between (1618-1648 AD), and as (Frederick Engels) calls it the Peasants' War. The word propaganda meant nurturing and customs and transmitting them from one person to another, and from one generation to another [2]. Propaganda also had its own meaning in light of the Arab-Islamic civilization, which derived its components from the nature and connotations of Islamic law, as it was inspired by the concepts of the Islamic faith, which at the same time determined the general framework for the work of this propaganda, its method and its goals [3].

2 - Defining of the concept propaganda:

the most important definitions of the concept of propaganda, namely:

- Influencing opinions using meaningful symbols, or speaking in a more realistic and inaccurate manner, such as rumors, pictures, reports, and other forms of group communication.
- The activity or art of seducing others in a certain way, so that he would not have acted with it in the absence of this propaganda.
- A set of methods that are used by a regular group, which should achieve positive, active or passive participation in its actions on a group of psychologically similar individuals, through psychological quirks that take place in an organizational context [4].
- Show and insistence on a particular point of view [3].

It is clear from these definitions that the one who controls the propaganda is the goal that it seeks to achieve.

Hitler always emphasized that the propaganda that addresses the senses of people before their minds is the propaganda that bears fruit.

3 - The importance of propaganda in the life of society:

Propaganda is extremely important today, and its borders do not depend on merely promoting economic goods. Rather, it extends to everything that would affect the human being, including culture, values, politics. This is because the advancement of communication and information technology and the diversity of modern means of communication have enhanced the possibility of propaganda work in the current era. Everything that would enhance the domination of the strong over the weak.

4 - propaganda Characteristics:

Propaganda is directed at all segments of society, but it comes in disguise, which individuals do not expect. Therefore, it has a great ability to attract attention, and is characterized by honesty because it highlights the good and not good characteristics of

propaganda [5]. Among the most prominent characteristics of advertising is that it is practical:

- 1) **Psychological:** as it focuses on the emotional side of a person, addressing his emotions, tendencies and preparations, and everything that would lead to the creation of a state of psychological preparation that helps to achieve the element of response in the person.
- 2) **Purposeful:** It works to achieve certain quick and temporary goals that serve the sender's interest. It is not concerned with long-term results. People must discover the facts, but it is too late [6].

5 - Propaganda of types:

- 1) **White propaganda:** it is public and exposed in order to achieve a specific goal, and this is in newspapers, radio and means of communicating with people.
- 2) **Black propaganda:** it does not reveal its true sources, but rather hides behind the curtain because it is practiced by hostile secret services. In addition to social networks such as: (Twitter, Facebook, Whatsapp, and others), which are a new face of what is known as black propaganda.
- 3) **Commercial propaganda:** works to promote certain economic commodities, and multiple industrial products, and aims to push people to acquire them as it stimulates the instinct of greed and the desire for comfort, and television is one of the most common means Influencing people because it is the fastest way to stay with them all day long without needing to read or write [7] .

5- propaganda Methods:

1) Exaggeration and exaggeration (amplification) method:

In it, the news is loaded with significance and meaning, and it uses small events. It also uses the popular method in which the man in the street can understand him. Its effectiveness increases in particular in times of wars and crises that societies are going through, as a preparation for believing what propaganda suggests.

2) **Method of personification:** It is the transformation of meanings into embodied symbols through people, places, or signs, as personification is a method suitable for human thinking and still accompanies it, and this matter appears clearly from the thoughts that revolve in the mind.

3) **Repetition method:** Repetition helps acquire experiences and skills, but the images, wording and style should vary because repetition leads to boredom. As for critical topics, it can be launched orally, For example, if the authorities intend to reduce the supplies or raise the prices, they can issue this idea first in the form of a rumor. if they find it violent, it is issued to deny this rumor [3].

7- Propaganda and humanitarian trends: Propaganda is the science and art of persuading people, for it is a science because whoever practices it is supposed to have a higher degree in political science, and on the other hand, it is an art because it needs a personal talent, whether the talent for speech and rhetoric or the style of writing and expression and other arts Communication is like attractiveness, good treatment and quick wit. The two aspects (scientific and technical) must be present in the personality of the caller to reach his goal [8]. But the trend adjustment can occur in several cases, namely:

- If the trends that want to change are weak and have not taken hold in people's minds.
- If the trends are superficial and marginal, such as those formed in secondary groups such as clubs, unions and gatherings.

8- Conditions for successful advertising: The conditions that lead to the success of advertising can be summarized as follows:

- 1- Advertising satisfies the psychological and social needs of people, and if these needs are not found, we should work to create them.
- 2- Propaganda is consistent with the group's beliefs, ideals, and standards.

3- Propaganda spreads among groups and exploits psychological processes that interfere with the propaganda process, such as impersonation, suggestion and justification [3].

9- Propaganda and psychological warfare: Psychological warfare is a type of propaganda in which hostility is most intense. It is aimed primarily at influencing the enemy's will and emotions and controlling his behavior, in a way that ultimately guarantees his defeat or the demoralization of his spirit [9].

In addition, psychological warfare takes many forms, depending on the circumstances, the most important of which are:

A- Propaganda: It is based on disseminating and promoting the ideas, beliefs and news that you want to spread and promote. And spies working in secret in order to reach its objectives in achieving the physical and moral defeat of the opponent[6].

B- Rumor: It is a news, a story or an event that people transmit without scrutiny or verification of its authenticity, and it is often incorrect or exaggerated, whether by exaggeration or minimization [10].

- Conclusion:

Finally, we conclude, that at the present time, with the development of means of communication, the spread of propaganda has become a simple matter, and one person can write a news and publish it on websites and read it by thousands of people who in turn will publish it. Some use it for what is beneficial for them, while others use it to spread lies, crime and other unlawful actions, whether with or without intent.

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