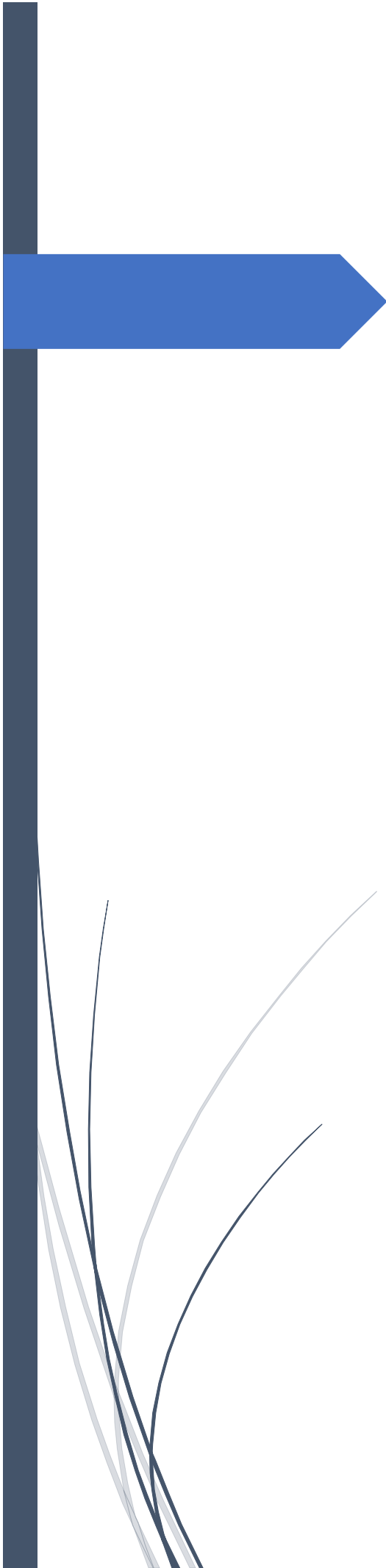




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Propaganda 1984 / Today / 2084

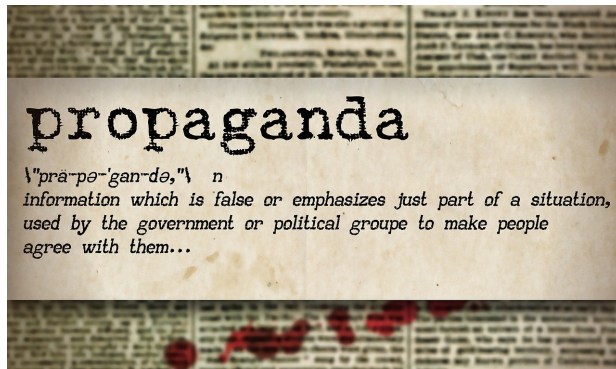
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Propaganda in our world

We get news from all over the world every day through various channels, be it internet, television, radio. However, we should not just directly believe in everything we get told, because many of these messages may not be true, you must always question yourself and thus form their own opinion. If you blindly believe everything, these people have achieved exactly their intentions by feeding us with false information and thus propagandized us.



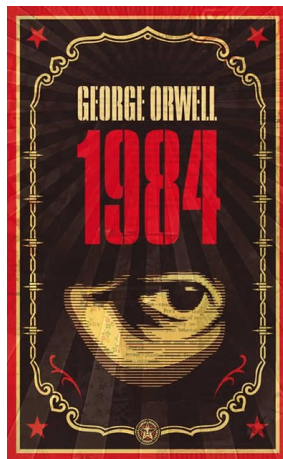
Propaganda in 1984 by George Orwell

Various types of propaganda are used in the book. Generally, propaganda in the book is subjected to the Ministry of Truth. The protagonist Winston Smith works in this ministry, in the Department of Records, who destroys the records of the past when they become incompatible with the ever-changing policy, and inserts fake records in their place. He himself is not only subject to propaganda but is also a propagandist himself. While deleting records of the past, he knows that what he censors and falsifies was probably not true either.

We get a glimpse of Winston's propaganda work when he writes a message to replace a story in the Times that he has been ordered to correct. He had learned that the "order of the day" in the offending Times article was about "praising the work of an organization called FFCC," which he had done under the guise of reporting news factually. He had learned that the "order of the day" in the offending Times article was about "praising the work of an organization called FFCC," which he had done under the guise of reporting news factually. Thus, he "reported" that Ogilvy "denounced his uncle to the Thought Police after overhearing a conversation that seemed to him to have criminal tendencies." His story thus illustrates, without mentioning it, party virtues such as loyalty to party over family and zeal in rooting out criminals. Lest the moral of the story be too obvious, Winston adds some editorial remarks that he attributes to Big Brother praising Ogilvy for his temperance and other virtues. Winston's news story exemplifies a type of propaganda that is ubiquitous in the novel: the spreading of lies as facts. Statistics, accounts of the war, historical records, and so forth are not simply false; they are lies because they are known to be false.

The ministry's main task was to provide the citizens of Oceania with newspapers, films, textbooks, television programs, plays, novels - every conceivable kind of information, instruction, or entertainment, from a statue to a slogan, from a lyrical poem to a biological treatise. The kind of propaganda they are used for spreads lies as facts and indirectly propagates values.

The phrase "Big Brother Is Watching You" is often associated with surveillance. However, it is also a piece of propaganda. The reader does not get to know surveillance initially as actual surveillance, but as propaganda about surveillance, which propagates the belief necessary for panoptic surveillance. As he steps into the hallway of his apartment, Winston is confronted with a large colored poster depicting the "gruff, handsome" face "of a man of about forty-five". As he climbs the seven floors of his apartment, he sees the same poster with the huge face on every landing. It appears to be staring at it, since it is created so that the eyes follow it as it moves. The words "Big Brother is Watching You" will appear under the face. Of course, the face is not watching him, and the poster is not a surveillance tool except in a metaphorical sense. The same kind of interplay between propaganda and surveillance occurs a little later. While looking at three giant slogans, Winston takes a coin out of his pocket and ponders the ubiquity of surveillance and propaganda. There, too, the same slogans were engraved in tiny, clear letters, and on the other side of the coin the head of Big Brother. Even from the coin, his eyes followed you. On coins, on postage stamps, on book covers, on banners, on posters and on the wrapping of a cigarette pack - everywhere. Always the eyes that watch you and the voice that envelops you. It was everywhere, you couldn't escape.



Propaganda Today

Propaganda is still very present in our society today, if not more so. Through the influence of social media, it reaches the population very quickly. In addition, many people blindly trust the information and thus form opinions based on false information.

The best example is the current situation in Palestine. Families and children have been oppressed, terrorized and denied any kind of human rights by the Israeli population for years. Yet the media reports that the Palestinians are the culprits. As an example, here is a [link](#) to a report from SRF, which seeks to justify the actions of the Israeli government, despite the fact that the homeland of the Palestinians was stolen and has been oppressed and terrorized for years.

Another example of propaganda is the country of North Korea. For years they have been living in secrecy in a country led by dictator Kim Jong Un. They have no connections with the outside world. The North Korean government observes any kind of social media; Whatsapp, Facebook and many other well-known platforms are all blocked. Only platforms approved or even created by the state are used there. It's no coincidence that we don't see anything from the North Korean population. The people there have no information about the world except what is provided to them by the government.

In many rankings - such as those concerning a state's degree of democracy or freedom of the press - North Korea ranks last in the world. It is considered the most restrictive of all totalitarian systems in existence today. (Wikipedia, 2021)

I think the totalitarian system seems familiar to us, right, in the book 1984 the population is also subordinated to a totalitarian system.



Propaganda in 2084 (Future)

With the help of big data, we have a growing potential for micro-targeting. In combination with the use of data-driven predictive analytics, communication will become even more granular and hyperindividual in the future. Barack Obama ran the first digital campaign when he was re-elected in 2012, and Donald Trump perfected it in 2016. No electorate has ever been so measured and so precisely broken down as the American one. Digital campaign managers did not individualize, they singularized. That's what digital power is: singularizing citizens or consumers and then targeting them. Photos, videos or words take on a life of their own on the Internet and are shared in modified form.

We both agree that in the future the distribution of propaganda will be much easier. Especially since everyone will have grown up in the generation of technology, whether young or old. Today, older people are still very skeptical of social media because they didn't grow up with that kind of thing, so the questioning is very present. However, in 2084 our generation will be in the age of 80-90 and we have already grown up with the advanced technology. Thus, the possibility of blind trust on social media would increase a lot and as a conclusion, the leaders of these media have immense influence on the whole world.

«You can deceive part of the people all the time and the whole people part of the time. But you cannot deceive the whole people all the time.» (Abraham Lincoln, 16. President of the USA.

Sources

Wikipedia. (2021). Von

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