

# World History, Culture, and Geography

## Totalitarian Propaganda Project

### INTRODUCTION

You work for the Propaganda Ministry in the fictional totalitarian state of Totario. The Supreme Magister regularly has the ministry develop propaganda campaigns to be presented to the general population of Totario on their televisions. Each of the groups will be assigned a predefined campaign to develop and execute. Before the campaign is released to the public, the Supreme Magister (your teacher) demands that you present the materials to the entire propaganda ministry (the class) where it will be reviewed for its effectiveness.

While developing your campaign, consider the following items:

- You may incorporate original video footage, existing video footage, and any original or existing still images in to your project.
- The effective use of the *propaganda techniques* discussed in class.
- In the end, you want to create a *mood* that gets across the main emphasis of the campaign.
- Use the provided information as guide, but feel free to expand on it as necessary.

### REQUIREMENTS

- At least five propaganda techniques used.
- A 3-5 minute video to be presented to the class.
- A completed propaganda technique chart indicating what techniques were used, where in the video they were, and how they were used.

### GRADING

- The project is worth 100 points and will go in the test category.
- Group's score will be multiplied by the number of group members. The group will then determine an appropriate division of points based upon effort and work produced (i.e. if your group of five received a 90, you would have 450 points to divide up. Some members could get higher than 90 and others lower).
- You will be graded on the creativity of the project, use of the techniques, and the final presentation.

### PROCEDURE

1. Groups and topics will be assigned by the teacher.
2. Groups then need to select a leader who will be responsible for organizing and coordinating the group's efforts.
3. Read over the materials on Totario and review your propaganda notes as a group.
4. Brainstorm presentation ideas.
5. Divide tasks.

## PROPAGANDA CAMPAIGNS

### 1. **Olympics**

Totario is hosting the upcoming Olympic games and wishes to show to the world that the Totarian athletes are the best in the world and that Totario is the greatest nation. Newspapers in foreign countries have depicted Totario in a negative light and the Supreme Magister wants the world to get a feeling of its political, military, economic, and cultural greatness as it arrives at the games.

### 2. **Industrialization**

Totario is continuing its Industrial Revolution. This campaign needs to focus on the great leaps it has made in production. The Supreme Magister wants to convince the people that more sacrifice is still needed, that they must continue to work harder and give up their lives for the greater good of the nation.

### 3. **Party Loyalty**

The party is everything. The Supreme Magister wants to remind the people of Totario that absolute loyalty to the party is not expected, but demanded. This campaign has several focuses. First and foremost, the greatness of the party and its contributions to Totario. Next, there is the need to keep a watch for foreign spies. Last, citizens must be careful of each other – making sure their friends and neighbors are remaining loyal to the party.

### 4. **The Supreme Magister**

It is vital to the health of the nation to keep the Supreme Magister on everyone's mind. Based upon the provided information, this campaign is to make the leader a man of the people, a generous and giving man, and someone every citizen can and would want to relate to and with.

### 5. **Military**

The Totario military stands tall in the world. The Supreme Magister wishes the people to be aware of and have faith in the military. This campaign needs to focus on the greatness of the military and the possible threat from neighboring Freedria and Justinople. It will help justify the substantial amount of money spent on the military.

### 6. **Scapegoat**

While Totario has made great progress over the last 10 years since the Supreme Magister came into power it still has many problems. The Supreme Magister wishes to make sure the people do not blame him or the party. He wishes to blame the problems of the state on the Ardens, a social class that existed before the current government took power. Historically, the Ardens (see the Totario profile for more information) had been political and economic leaders in Totario. Initially, the Ardens had fought against the Supreme Magister, but after he consolidated his power they became loyal to the party.