

Propaganda is the Currency of

Weak Leadership

Outline

A. Introduction

a) Origin of propaganda and its historical role

b) Propaganda and existing political order

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c) ~~Thesis statement~~ →

(B) How Propaganda is the Currency of Weak Leadership

1. Divide population to consolidate power:

a) Joseph Goebbels, a Propaganda minister of Hitler

2. Suppress dissent to avoid effective accountability.

3. Divert attention of public from economic and political failure

a) Economic crisis in Venezuela under Nicolas Maduro

4. Use emotional appeal and misinformation to sway public opinion;

a) Hate propaganda during the Rwandan Genocide-1994

5. Build a cult of personality to secure unquestioning loyalty;

a) Perception of Kim family in North Korea as supreme

6. Promote exaggerated patriotism to rally public opinion support;

a) Mussolini's fascist propaganda glorifying Italian nationalism

7. Legitimize questionable policies;

a) Justification of surveillance as a national security threat

C. Consequences of Propaganda

1. Erosion of trust of public

2. Create political polarization and conflict within nation

3. Unstable policies lead to economic collapse

4. Extirpate the soft image of a country

D. Case Study of Hitler: A Champion of Propaganda

E. Conclusion

Essay

In times of crisis and instability, leaders ^{have always seen issues} face issues of ~~maintaining~~ maintaining power while keeping the situation in order. They use different tactics to rally public support and consolidate power. These tactics are known as propaganda in the modern world. Propaganda is defined as ~~manipulating~~ ^{manipulating} the ~~real~~ reality and molding the public opinion. It is not a new phenomenon, rather different leaders have been using it since time immemorial in order to maintain their power. Instead of addressing the underlying challenges, the usage of propaganda proves a currency of a weak leadership. Historically, it has eroded humanitarian values and political dynamism. Propaganda is a currency of weak leadership as it divide population in order to consolidate power. Political leaders suppress dissent to avoid effective accountability, divert attention of public from economic and political failure, and use emotional appeal to sway public opinion. Moreover, they build a personality cult

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to secure unquestioning loyalty, promote exaggerated sense of patriotism, and ultimately, legitimize their questionable policies. All they do is to consolidate their power. However, it sheds devastating impacts on a nation and a country. It erodes public trust and creates political polarization, initiating conflict within state. The unstable policies of these leaders pushed a country towards economic meltdown. Therefore, propaganda is a currency of a weak leadership. This essay will elucidate the fact that propaganda is a currency of a weak leadership, and discuss devastating impacts of it on a nation and its economic and political health.