

BACKLASH



PROPAGANDA
EXPOSED

BACKLASH

PROPAGANDA EXPOSED



“Universal literacy was supposed to educate the common man to control his environment. Once he could read and write he would have a mind fit to rule. So ran the democratic doctrine.

But instead of a mind, universal literacy has given him **rubber stamps**, rubber stamps inked with **advertising slogans**, with **editorials**, with **published scientific data**, with the **trivialities** of the **tabloids** and the **platitudes of history**, but quite innocent of original thought.

Each man's rubber stamps are the duplicates of millions of others, so that when those millions are exposed to the *same stimuli*, **all receive identical imprints**.

It may seem an exaggeration to say **that the American public gets most of its ideas in this wholesale** fashion.

The mechanism by which ideas are disseminated on a large scale is propaganda, in the broad sense of an organized effort to spread a particular belief or doctrine.”

— EDWARD L. BERNAYS, "[PROPAGANDA](#)"



... WHEN YOU PRESCRIBE NEW
MORNIDINETM
(BRAND OF PIPAMAZINE)

A new drug with specific effectiveness in nausea and vomiting of pregnancy. Mornidine eliminates the ordeal of morning sickness.

With its selective action on the vomiting center, or the medullary chemoreceptor "trigger zone," Mornidine possesses the advantages of the phenothiazine drugs without unwanted tranquilizing activity.

Doses of 5 to 10 mg., repeated at intervals of

six to eight hours, provide excellent relief all day. In patients who are unable to retain oral medication when first seen, Mornidine may be administered intramuscularly in doses of 5 mg. (1 cc.).

Mornidine is supplied as tablets of 5 mg. and as ampuls of 5 mg. (1 cc.).

G.D. SEARLE & CO. OF CANADA LTD.
 247 QUEEN ST. E., BRAMPTON, ONT.



People think of propaganda as media that uses emotionally and psychologically manipulative messaging to achieve ulterior objectives.

Better to think of propaganda as a necessary tool in political governance in the mass media age.

An inherent function of a technological society.

(Though it is both)



propaganda (n.)

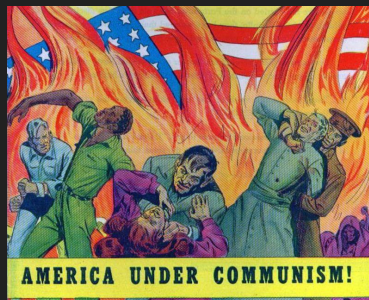
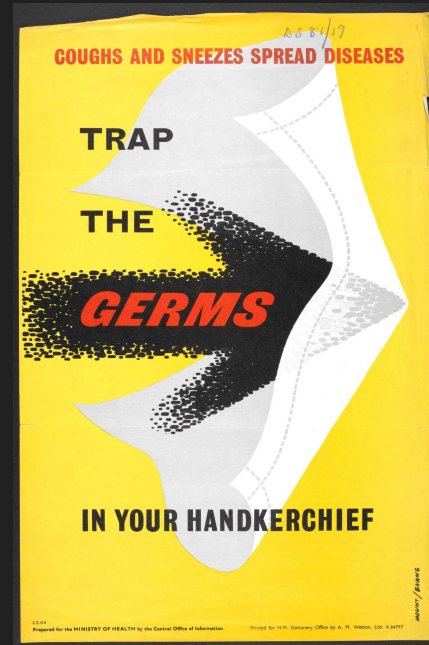
1718, "committee of cardinals in charge of foreign missions of the Catholic Church," short for *Congregatio de Propaganda Fide* "congregation for propagating the faith," a committee of cardinals established 1622 by Gregory XV to supervise foreign missions. The word is properly the ablative fem. gerundive of Latin *propagare* "set forward, extend, spread, increase" (see **propagation**).

Hence, "any movement or organization to propagate some practice or ideology" (1790). The modern political sense ("dissemination of information intended to promote a political point of view") dates from World War I, not originally pejorative and implying bias or deliberate misleading. Meaning "material or information propagated to advance a cause, etc." is from 1929. Related: *Propagandic*. also from **1718**

By definition, "propaganda" is a term of religious origin, meaning to literally extend or propagate the "faith" of the church.

In modern statecraft, the nature of civic religion has become more secular in tone, but is no less dogmatic in its fervor.

Propaganda is the means by which the state extends its mythos and reinforces the perception of the individual in relation to the mass.



COMMON CONTEMPORARY PROPAGANDA NARRATIVES

Health/Illness/Drugs/Pandemic

- Get your childhood vaccines, flu shot, covid shot
- Mental illness? We've got a pill for that, or four, or five...
- Your mask protects me, my mask protects you
- Speed for children
- Puberty blockers for children

War

- Putin is New Hitler (evil/unhinged authoritarian dictator — enemy image)
- Spread democracy
- Terrorism (now shifted more to domestic terror narrative)

Murder/Rape/Kidnapping/

- Urban crime
- White girl of the week (Natalee Holloway, Van Girl)
- Even "Me Too?"
- Mass shootings

Social Justice

- Everyone's racist
- Sexist
- Homophobic
- Transphobic
- Fatphobic
- Etc.

Guns Bad

Abortion Good

Or in "conservative" propaganda, all the wokies have lost their mind and they're all groomers who want to take our guns etc. etc.



STRATEGY OF TENSION

Strategy of Tension

A **strategy of tension** ([Italian](#): *strategia della tensione*) is a policy wherein violent struggle is encouraged rather than suppressed. The purpose is to create a general feeling of insecurity in the population and make people seek security in a strong government.

The main target of a strategy of tension is the public opinion, to manipulate votes, created a [casus belli](#) to legitimate a war, to call for a strong leader or roll out [mass surveillance](#) and denounce peacemakers as 'unpatriotic'. [False flag](#) terrorist attacks are just the tip of the iceberg of possible measures to achieve these goals. In fact any [scare tactic](#) will do.

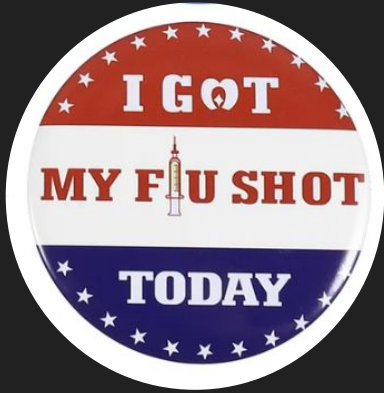
"When you were on the Right you were not supposed to attack the State or its representatives. You were supposed to attack civilians, women, children, innocent people from outside the political arena. For one simple reason: To force the Italian public to turn to the State turn to the regime and ask for greater security. This was precisely the role of the right in [Italy](#)."



It placed itself at the service of the State which created a strategy aptly called the "Strategy of Tension" in so far as they had to get ordinary people to accept that at any moment over a period of 30 years, from [1960](#) to the mid [eighties](#) a [state of emergency](#) could be declared. So, people would willingly trade part of their [freedom](#) for the security of being able to walk the streets, go on trains or enter a [bank](#). This is the political logic behind all the [bombings](#). They remain unpunished because the state cannot condemn itself."

— [Vincenzo Vinciguerra](#), Italian deep state functionary involved with [Operation Gladio](#)

THE CARROT AND THE STICK



The Carrot and the Stick:

Fear/Self-Righteousness

Most propaganda narratives in the present day promote and exploit fear among the population to disturb rational thought and create a hypnotic state of subservience and acquiescence.

Some narratives offer a “carrot” instead, a reward for compliance. For example, MAGA chuds are racist = you are a good person if you jump on the “anti racist” social justice bandwagon.

If you wear a mask, get vaccinated, you are “doing your part,” it’s not for your personal benefit, you are protecting others. What a great guy.

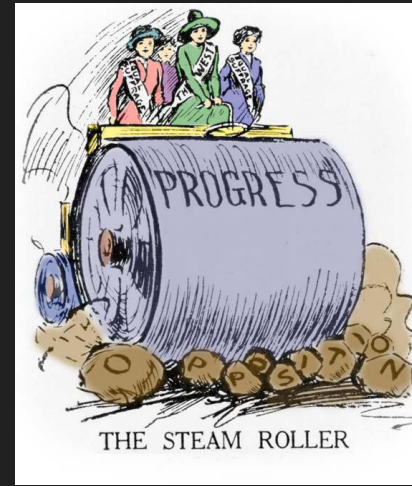
DIVIDE AND CONQUER

Divide and Conquer

"Your Fellow Citizens are the Enemy"

- Covid-19: the pandemic would be over except for the ignorant, irrational, science-hating unvaccinated anti-maskers ruining it for everyone
- Jan 6: MAGA chuds are a threat to democracy vs. when we do it, it's "peaceful protest"
- Pro-Palestine vs Pro-Israel - note how the populist anti-mandate movement was fractured by post-October 7 discourse
- "White supremacy" / anti racism: emphasis on "historical power structures" blames whites of today for the sins of the past (exactly as the Nazis portrayed the Jews)
- Woke / (Trans)Gender Wars: problematizing anyone questioning contemporary radical cultural theories
- Pro War vs Anti War - both sides tend to focus on the propagandistic pretext for wars ("spread democracy," "stop communism" "root out terrorism" etc.) instead of underlying financial drivers)

The message of propaganda is often YOU vs. THEM .. but it is seldom framed as the POWERFUL vs. the POWERLESS



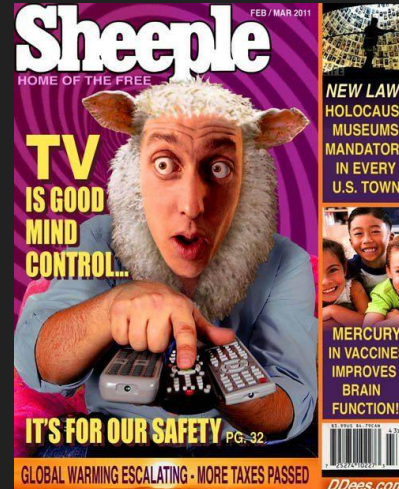
NARRATIVE VS. COUNTERNARRATIVE

Narrative and Counternarrative both shaped by the propagandists

The **Official Narrative** of an event is the story told about it by [the establishment](#).

In [Japanese](#) the term is *tatema*, the "official reality".

The official narrative about official narratives is that this is while not necessarily the whole truth, certainly a large part of it and are mistakes are due to accidental oversight or lack of evidence rather than deliberate mendacity. While other narratives are inevitably tainted by the suspicion of self-interest, the [authorities](#) are deemed creditworthy - in the [establishment](#)'s view - by their 'official' nature (and imputed track record of reliability). [Wikipedia](#), as of August 2019, although it had multiple usages of the phrase, had no page on it, reflecting its tendency to confuse official stories with [truths](#).



NARRATIVE VS. COUNTERNARRATIVE™

Official *Opposition* Narratives [Counternarrative] are establishment approved stories that run counter to the official narrative in an approved fashion. Their main purpose is to frame a range of establishment acceptable opinion, allowing for vigorous debate in [corporate media](#). This provides the appearance of real debate even while controlling the outcome — in a similar way to that in which [party politics](#) provides a front to conceal the [deep politics](#).

The propagandists also use Controlled Opposition to establish Counternarratives. For example, Alex Jones will report on true information, but the media presents him as an unhinged lunatic, deranged self-promoting conspiracy grifter. Anything the says = crazy, regardless of its truth or falsity.



(the “faces” of the CounterNarrative™ often leave much to be desired)

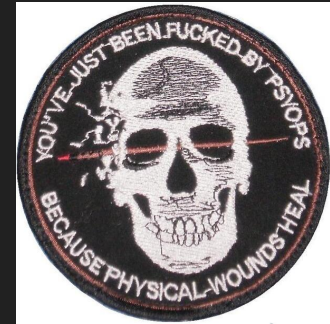
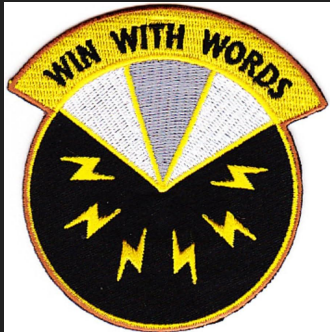
PSYOPS & MINDWARS

Psychological Warfare

"According to my opinion and the opinion of many defectors of my caliber, only about fifteen percent of time, money and manpower [in intelligence agencies] is spent on espionage as such. The other eighty-five percent is a slow process which we call either ideological subversion or active measures, or psychological warfare. What it basically means is, to change the perception of reality, of every American, to such an extent that despite an abundance of information no one is able to come to sensible conclusions in the interest of defending themselves, their family, their community and their country."

— Yuri Bezmenov, Soviet defector and former journalist

In other words, the purpose of propaganda is not to inform but to demoralize

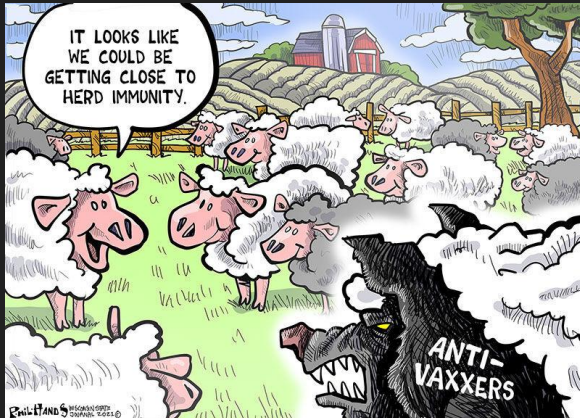


The advantage of MindWar is that it conducts wars in nonlethal, noninjurious, and nondestructive ways. Essentially you overwhelm your enemy with argument. You seize control of all of the means by which his government and populace process information to make up their minds, and you adjust it so that those minds are made up as you desire.

—Lt. Michael Aquino, Intro to [From PSYOP to MindWar](#)

PROPAGANDISTS KNOW YOU BETTER THAN YOU KNOW YOURSELF

Propaganda is first and foremost concerned with influencing an individual psychologically by creating convictions and compliance through imperceptible techniques that are effective only by continuous repetition. Propaganda employs encirclement on the individual by trying to surround man by all possible routes, in the realm of feelings as well as ideas, by playing on his will or his needs through his conscious and his unconscious, and by assailing him in both his private and his public life.



"Differences in political regimes matter little; differences in social levels are more important; and most important is national self-awareness. Propaganda is a good deal less the political weapon of a regime (it is that also) than the effect of a technological society that embraces the entire man and tends to be a completely integrated society. Propaganda stops man from feeling that things in society are oppressive and persuades him to submit with good grace."

Jacques Ellul "[Propaganda: The Formation of Men's Attitudes](#)"



First of all, the animals kept dying whenever they ran trials for mRNA vaccines. For the human clinical trials, they unblinded the pfizer placebo group after just a few weeks and injected the control group with the actual vaccines, thus prematurely ending Phase 3 clinical trials meant to monitor long term safety. Pfizer used deceptive Relative Risk Reduction data points to market their products in a way that implied they showed efficacy against viral transmission, which in fact was never an endpoint studied in the trials. But that didn't stop the media talking heads from being duped into saying otherwise! Then they covered up all safety monitoring signals, and then told everyone the vaccine injured were just mentally ill, and mandated all US employees to be jabbed with this radical new technology.



“Safe and effective!”



© MMXXIII, MMXXIV

BACKKLASH WORLDWIDE

RESEARCH & COPY: @LOWIQMORON

PRODUCED BY DJ POOLHOUSE



WWW.BACKKLASH.ORG