

# The Veil of War: An Examination of Propaganda in a Post 9/11 World

Billy Bronco

California State Polytechnic University, Pomona



# Outline

1. Question & Argument
2. Literature Review
  - Propaganda Defined
  - Selling the Afghanistan & Iraq wars
3. Methodology: multi-method
  - Questionnaire
  - Content Analysis
4. Results
5. Conclusion

Question

Does propaganda  
influence support for  
war?

## Argument

Propaganda affects support for the wars in Afghanistan and Iraq because the government uses 9/11 to persuade the people

*In the age of electronic media,  
a war is as much a media event  
as military one.*

-Ghosh, 2003

# Literature

- Propaganda is very controversial
- Scholars debate over what is propaganda
- Not one clear definition of propaganda
  - all scholars have their own

# Propaganda Defined

- Jowett (2006)
- Jowett & O'Donnell (2012)
- Altheide (2005)
- Bocancea (2013)
- Chomsky & Hernan (1986)

## Selling the Wars

- The military set up Central Command (CENTCOM) for *embedded journalists* at one of their military bases.
- The Western media and the Arab media covered the wars differently to the point that it seemed like they were covering different wars.



## My Definition of Propaganda in the United States:

the government is the institution responsible for dispersing propaganda in hopes of getting people to think what it wants them to.

## Methodology : Questionnaire

- How often can you **trust** federal government to do what is right?
- How many people running government are **corrupt**?
- What's your **approval** of the governments handling of the war in Afghanistan? Iraq?
- Do you think the government **lied** about its true intentions to go to war?
- Demographics

Monday  
November 11, 2008  
£3.00  
www.theguardian.com

# The Guardian

## A declaration of war

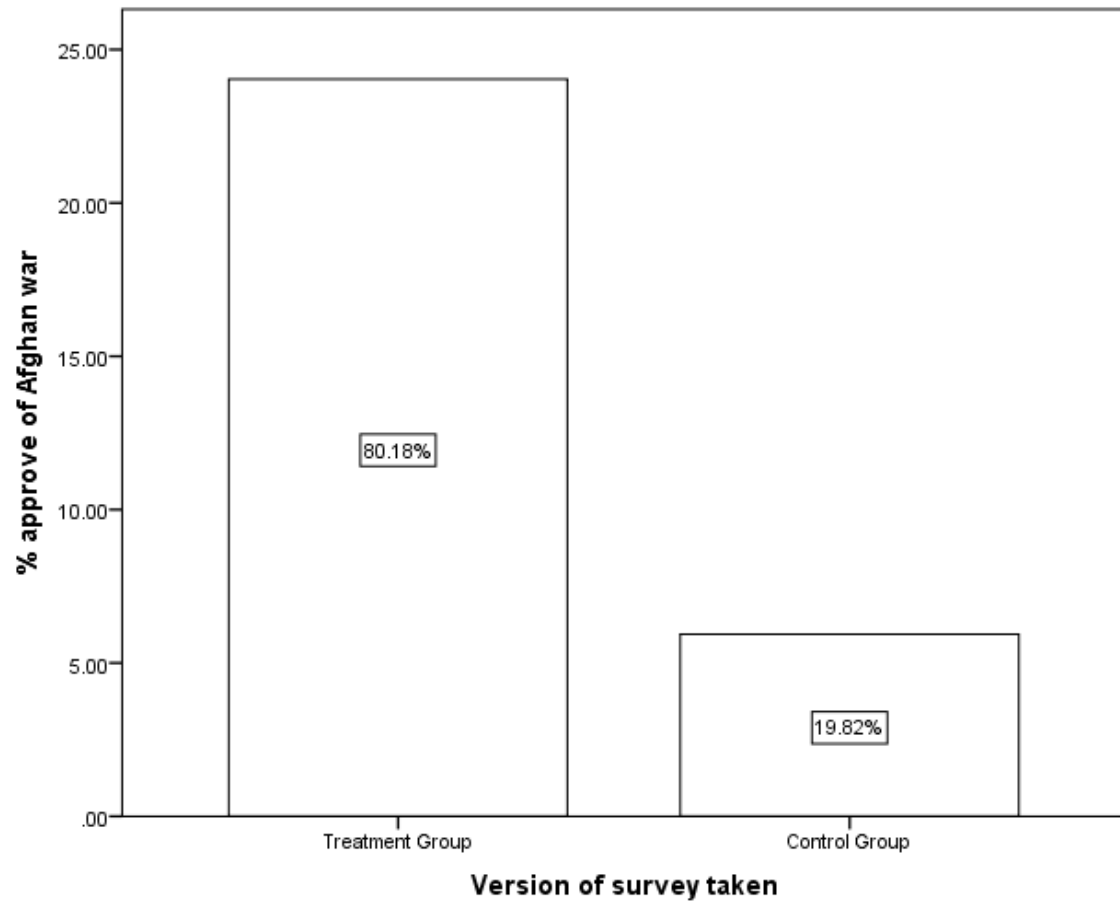


Methodology:  
Content  
Analysis



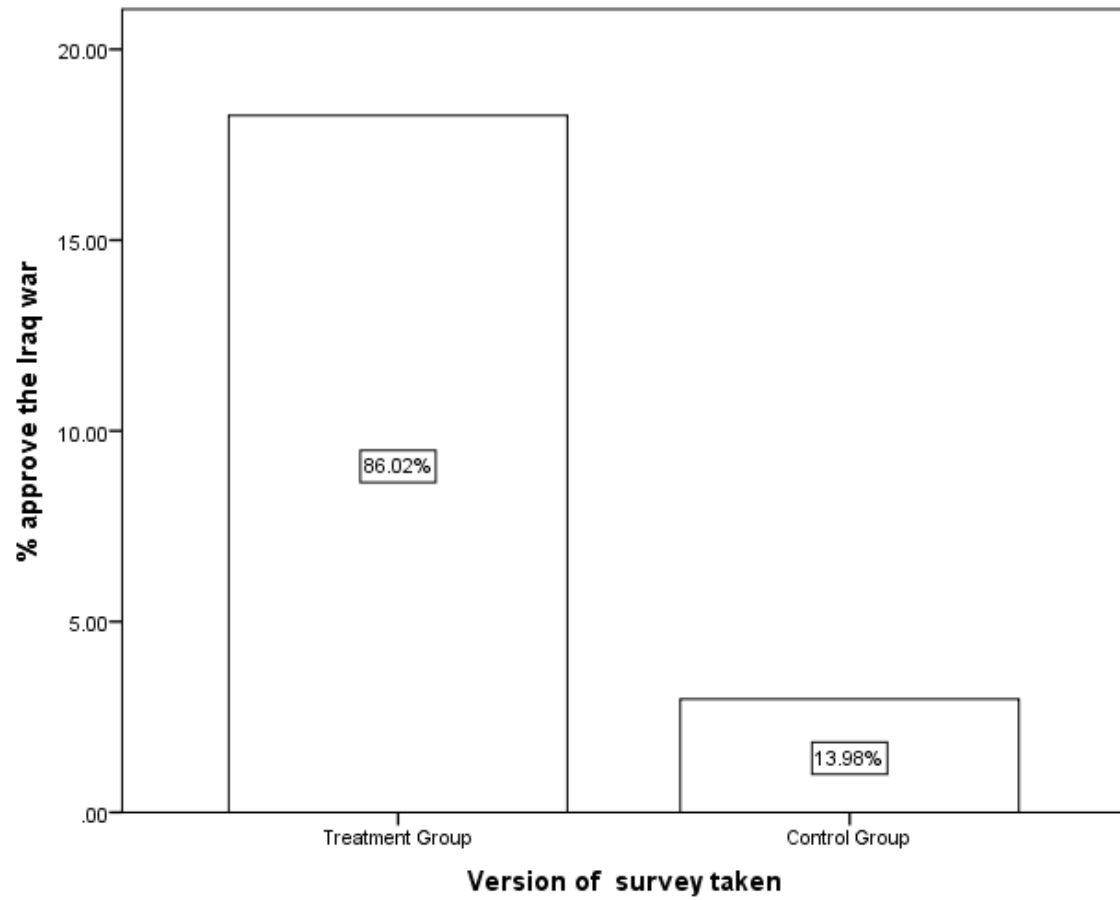
# Results: Questionnaire

Propaganda & the war in  
Afghanistan



# Results: Questionnaire

Propaganda & the war in Iraq



# Results: Speeches Analysis

Year/Speech	Total Words	war on/ against terror	reference: war on/against terror	fear	victim	suffer	hero	evil	safe(ty)/secure(ity)	surveillance	AFG	Iraq	Al Queda	freedom	trust	corrupt(ion)	support	support for war	supprt for terror
<b>9/11</b>	593	1	0	1	1	0	0	4	3	0	0	0	0	3	0	0	0	0	0
<b>2002</b>	3,830	5	0	1	1	2	2	5	19	1	14	2	1	14	0	0	3	0	1
<b>2003</b>	5,372	4	0	2	1	2	0	4	15	1	3	22	8	5	0	0	5	0	1
<b>2004</b>	5,170	3	0	1	2	0	0	1	14	0	6	24	3	8	1	0	6	0	1
<b>2005</b>	5,048	3	0	2	1	1	0	1	28	0	3	27	2	21	1	0	6	0	2
<b>2006</b>	5,301	2	0	5	0	3	0	2	16	2	2	16	3	17	1	2	11	0	0
<b>2007</b>	5,555	4	0	1	0	0	2	2	13	0	5	34	10	3	0	1	6	0	0
<b>2008</b>	5,706	1	0	0	0	0	0	1	17	0	8	39	11	10	19	0	10	0	1
<b>2009</b>	6,069	0	0	2	0	4	0	0	7	0	2	4	1	1	1	0	5	0	0
<b>2010</b>	7,241	0	1	3	0	0	0	0	13	0	5	5	2	1	3	2	10	0	0
<b>2011</b>	6,889	0	1	0	0	0	1	0	7	0	8	4	4	1	0	1	8	0	0
<b>5/01</b>	1,381	0	2	0	1	0	2	0	5	0	2	0	13	0	0	0	1	0	0
<b>10th</b>	1,364	0	0	2	0	0	1	1	1	0	1	1	0	3	0	0	0	0	0
<b>2012</b>	7,034	0	3	0	0	0	2	0	5	0	4	3	2	1	3	0	8	0	0
<b>2013</b>	6,804	0	1	1	0	0	0	0	12	0	7	0	4	3	1	0	9	0	0
<b>2014</b>	7,021	0	0	3	0	0	1	0	7	1	10	3	3	3	3	0	14	0	1

## Conclusion

Propaganda with reference of the events that occurred on 9/11 influences support for the wars