



The socialist in the countryside -

GIVE AND RECEIVE

Practical guide for the fellow propagandist

(Small marketing for small politics)

Available for free on : http://www.imparalavita.ch/eng/politics_docs.html

Lugano, Switzerland, March 1981

INTRODUCTION

Before starting the study of this guide **GIVE AND RECEIVE** the reader is invited to also read the file **FUNDAMENTAL SOCIAL PSYCHOLOGY** available on the same CD and website which constitutes the first chapter of this guide.

NB: in this text the term "man" must be understood as "human being" and the term "masculine" includes both men and women.

Marketing was designed in a world dominated by commercialism, as a tool to increase sales. Marketing is a technique to convince, in other words, to

"get the message out."

In the commerce, it is a matter of attracting the interest of potential customers, to market themselves, to be known and accepted, to be understood and to convince the customer to accept the arguments and offer of the seller.

These days in politics, the propagandist must also make himself known, accepted and understood. These are the necessary conditions to convince the listener. In return he will not receive an order but will receive trust, consideration, a vote, a new party member, etc.

Whether in commerce or in politics, it is always a matter of giving and receiving.

In both cases, the procedure, or rather the technology to make oneself known, to be accepted, to be understood and convince, is the same.

So, in both cases the one who has to convince can apply / use the marketing.

This booklet is intended to explain the basic principles of marketing applied to political propaganda.

The aim of this guide is to increase the effectiveness of activists' daily political work by providing them with a simple and practical tool.

The politician should consider marketing as a neutral tool, like a typewriter that helps write text, without having any influence on the text itself.

Good reading and good work!

Give and Receive was written in 1981 in Lugano and has been reviewed several times in Bellinzona

In the house of an intellectual, we will observe many books, musical instruments, computer, etc. while the house of a bourgeois resembles a kind of art museum or antiques store, where there is either very expensive ultramodern furniture or antiques; in the proletariat household, television is in the place of honor, etc.

For example, it is significant that the person we are observing

- visit an exhibition when the common mortals are at work;
- queues in front of the labour office;
- knows the minister of so and so and is a friend of the entrepreneur xy, etc;
- goes every year on holiday to Cortina and has already visited many parts of the world;
- always travels by taxi and in general first class subscriptions, etc.

Behaviour

Behaviour also depends on the type of person and their cultural background

The extravagant, noisy person, who likes to attract attention to himself, is probably a "fat / harsh" extrovert, while the "thin/mild" is more discreet, shy, absorbed, etc.

Example: Independently of each other a "thin" and a "fat" go on a hike in the mountains. The thin moves according to a precise personal program and is satisfied with it ... so much so that at the top he almost forgets to admire the landscape and the beauty of nature. The fat one on the contrary must be encouraged by his wife and moves slowly, but he loves the joy of contact with nature and also enjoys the beautiful day.

Example: the "fat" artist prefers colours, like a painter; the "thin" seeks the perfection of the form: he will preferably be a sculptor.

Example: the "thin" has few friends but good ones, the "fat" is a good friend of all-the-world, even if sometimes friendship is a little superficial.

In general with a "thin" one can speak of a problem in an abstract, theoretical way, while with the "fat" they are more interested in the concrete and the practical aspect, it is therefore less obvious for him to accept abstract intellectual discourse.

This does not prevent a concept from being understood to an equal extent, but it will be understood in a different way.

In everyday life the "thin" is a good designer, while the "fat" is a good director.

Culture, secondary cultures

The man is "the information he has".

Example: Often the behaviour of the person who knows they have \$150 million in their bank account (so who has this information) is probably different from the behaviour of someone that knows they don't have a bank account or who doesn't even know what a bank is.

Culture is a mass of information that man has been able to retain since birth. Much of this information, or knowledge, is collective and rightly called culture.

Much knowledge is only common to a group of individuals.

For example, a linguistic minority, an association, a sports club, a company, a department of the same company, etc. Automatically any group of individuals forms its own small or large subculture.

Example: a person speaks, reads and writes like any other the dominant language. She is also a member of an association that applies specific rules. She also practices a hobby, therefore, she has some specific personal knowledge.

Example: in a family we follow the same rules and we have knowledge that is common only to the members of the family.

There are groups whose main activity is to spread culture (the media) or that are involved in the creation and spreading of a sub-culture (political parties, associations, army, churches, schools, a class within the same school, etc.).

Each "educated" person has probably assimilated the general culture (language, general education, etc.), parts of general foreign culture (languages, geography etc.), and multiple subcultures (professional knowledge, associations, family, etc.) as well as a unique and individual culture (e.g. an inventor, a self-taught artist, a writer, a composer, etc.).

It is relatively easy to identify a person's general knowledge by listening to the way they speak, observing their handwriting, spotting some subculture, by the specific terms they use or by their accent (in our country a foreign general culture is a subculture because it is shared by few).

This usual method of questions can also be used:

Which school did you attend, where did you do military service, have you ever made trips abroad, do you have a particular hobby, do you play sports, what books and/or newspapers do you read, etc.

Probably, the young man who is only interested in his own world, or collecting hobby has not assimilated into other subcultures and will hardly be interested in anything else. It remains to be discovered what needs he can or can't meet with his collection.

An important example of a subculture are religious sects and secret organizations, some of which are decidedly hostile to communism, or at war with each other.

In these subcultures religious terms as well as abstract comparisons and parables are frequently heard. Often, members are called "brothers," "master" or otherwise, there is also a lot of talk about "freedom," etc.

Class consciousness

It is the awareness of belonging to a part of humanity defined by precise material conditions (the rich, the middle class, the poor, the bosses, the workers, the unemployed, etc.).

As most humans are mere proletarians, the dominant class consciousness is (or should be) that of the proletariat. (Nb: The Proletarians are those who earn their living by working, or rather, by selling their work power).

For the political propagandist, it is crucial to establish the level of consciousness reached by the listener because it is necessary to "build on what exists".

In general, proletarians are more aware of their condition than the bourgeois. However, the wealthy middle class knows its privileges and as soon as it feels that they are in danger fiercely defends them.

There is, however, no difference between the "fat" and the "thin" even though everyone acquires class consciousness in their own way.

We can also check class consciousness with the usual questions:

Have you heard that the price of gasoline will go up? Have you heard that they want to close another factory? Did you go to vote? What do you think of our government? What do you think of the conflict in the Middle East? Etc.

Reading materials (newspapers, books, magazines) are also good clues, and it is useful to supplement them by giving, at the correct moment, a subscription to a left-wing newspaper or a book (with the invitation to "then pass it on to other people").

However, we must be careful: the consciousness we discover could be that of the middle class. Indeed many workers think they are bourgeois and live like bourgeois. They cannot stand their real social position and have no intention of "becoming proletarians".

So we must not shout victory too quickly if a person has understood that in the world there are blatant injustices, because that does not necessarily mean that this person has a complete overview of the situation.

Handwriting /Calligraphy

Is a very indicative aspect of cultural and personal development.

It is distinguished by general characters, particular characters and details. For simplicity, we will focus on the most obvious generalities.

At first glance, we can see if the person who wrote the text we are examining is more or less in the habit of writing. If the writing is fluid, smooth, fast, elegant (harmonic) there is a good chance that it is the writing of an educated person, an intellectual; conversely, if it is broken, slow, clumsy (disharmonic) most likely it is that of a manual worker.

The more the calligraphy differs from the elementary way of writing we learned in the early years of school, the more it reflects the evolution of personality. The development of handwriting reflects the speed of thought and/or depth of concepts developed by the mind of the writer.

Example: a calligraphy similar to shorthand with the use of print characters.

Large handwriting indicates will power, pride, personality, self-esteem, power as an established or ideal fact to achieve.

Small handwriting hints of modesty, calmness, timidity.

The writing tilted to the right indicates mental openness and sensitivity: the heart dominates the mind.

This writing is typical of people who love the company of others; if it is very inclined it probably indicates a strong need for human warmth.

Vertical writing indicates will power, a difficulty with self-control: reason dominates feeling. If the vertical writing is disorderly, it can be that of a wicked, selfish, false person.

The left-leaning handwriting is an indication of immaturity, of inhibition. It is typical of young people or left-handed people.

The ascending line (the line is the writing from the left to the right edge of the paper) if it is ascending it indicates optimism, that everything is fine, ambition, pride.

The descending line indicates pessimism, depression, mistrust, weakness.

Obviously, the steeper the upward or downward slope, the more extreme the characteristic is, it can even be considered a defect.

This rule also applies to character size and inclination, and can be culminative.

Example: Angled writing excessively inclined to the right and very descending can be an indication of a depressive state or even despair.

In general, the signature is a very spontaneous and therefore indicative piece of writing.

Writing also makes it possible to deduce many other characteristics, but this would require a more detailed study.

If it is not confirmed by examining the other factors described above, and considering the simplicity of our writing analysis, each assumption should always be considered as an indication only.

In any case, do not classify or judge a person without a thorough personal knowledge.

Giving and receiving

I. Market technique or "marketing"

NB: in the text, the term "male" and/or masculine terms must be understood as a "human being" and/or automatically extended to women.

Introduction

"Marketing" was born when an individual noticed that it would be advantageous to exchange his products for products that another individual owned.

The problem was to convince "the other" to accept the exchange. When money was invented, the problem became that of getting people to give their money in exchange for goods, in other words to buy.

At this point, the technique of "marketing" has become a science.

Modern "marketing" was first taught at John H. Patterson's school in 1894: in practice, it was scientifically the best way to convince "the other" to accept the exchange, or at least some other opinion.

Purposes

In the mercantilist and capitalist society the technique of "marketing" is a way to increase sales, expand the business, accumulate wealth, etc.

But if we analyze the exchange that took place between the first two individuals, we see that, before the real exchange, they had to meet, accept, know each other, understand each other, examine what the other offered and know the advantages and disadvantages.

In particular, both had to present their arguments and try to get them accepted by the other until they were convinced.

However, if in the marketing technique we remove the economic goals of the market economy system (i.e. the exchange of a product or service for a basic commodity or money) and we focus only on how to convince others, it is clear that this technique can be also be applied to the distribution of new ideas.

By extension, it can be said that a propagandist sells ideas and that he receives in exchange a royalty (material) equal to zero. Despite the meagre material compensation (!) it is still necessary for the propagandist to "sell" or "place" his ideas in the best and most effective way possible.

Hence the need for comrades in general and for the propagandist in particular, to know the market technique when "selling", or at least the fundamental elements necessary to act more effectively, and ultimately, to fight against the system for which the same "marketing" was designed.

Who is a propagandist?

Every activist, or committed person willing to communicate to others his political and/or class consciousness, is a potential propagandist. However, we believe that the desire to convey one's own political belief is innate in every comrade.

The propagandist (where possible):

- a.1 has a solid political-cultural background, is convinced, competent, has critical thinking
- a.2 is informed and up-to-date, confident, collaborative, enthusiastic, motivated, curious, creative
- a.3 has an exemplary character, he is a communicator

- b.1 always has an acceptable look and good behavior
- b.2 has the logistical and ideological support of an "Organization"
- b.3 knows how to organize

Notes:

a The personality of the propagandist

First of all, we believe that all comrades need to read, study, be informed, keep up to date, participate in learning and training activities. This goes without saying for the most involved activists, but it is a commitment to all others because one must always be able to answer in a clear and exhaustive way even the most difficult questions.

The character of the propagandist is very important.

In principle the propagandist is generous, he understands the needs of others and does not prioritize himself, ready to make himself useful, to please, to attract sympathy and trust.

Good mood and optimism are obligatory; a smile makes everything easier; staying calm and being self-confident is easier for those who don't drink too much; eating healthy, enough sleep and playing sports are a necessity to be in good shape.

This is how the propagandist can remain active, dynamic. This is how he can work tenaciously to achieve the goal and success or overcome a failure without breaking and, correct himself, to start over with renewed enthusiasm.

At this point it must be remembered that we are bombarded with a huge amount of information, solicitations, advertisements, news, etc. Furthermore, everything is always faster and more concise. Therefore knowledge and concentration are needed to limit oneself to the essentials and ignore the rest. Only the truly useful part must be drawn from modern means of communication, on pain of a decline in abstract thought and intellect. It is useful to train concentration by practicing with closed eyes not to think anything. It is also good to eat every day a few nuts.

We won't list all the other good qualities and virtues, believing that you have already learned them during the last course for *boy-scouts*.

Finally, the reader must imprint into his mind a simple but important truth: the propagandist is a human being who lives and works among other human beings, and while with them, he feels like a fish in the water.

But like any human being, even the propagandist comrade is not a machine: he also has his needs to satisfy and so he should take care of himself, take a break to catch his breath, recharge, recover his balance and enjoy a bit of life, this life that's not just about political activism...

b Relationships with others

The propagandist is always kind and a welcoming with everyone, he forgets no one, knows the name and personal problems of each, always has a few words of encouragement or a sincere compliment, he is nice to everyone and all are nice to him.

The propagandist respects others as he himself expects to be respected.

Loyalty means, for the propagandist, to maintain and respect his commitments; it also means not taking advantage of the confidence of a new sympathizer, or else risk rejection by him of our ideas of kindness.

Example: After having convinced someone that revolution is the only alternative, you steal their wallet. What will he think of you and the revolution?

Like a chameleon the propagandist knows how to adapt his behavior and appearance to the circumstances: in fact before he gets his ideas accepted, he must be accepted himself. In this regard the standards of etiquette, which can be taken for granted, are very useful. We will only say that it is counterproductive to display behaviours or clothing that are too different from those of the majority of those present. The disorderly appearance, vulgar or obscene language or gestures or a superior attitude, diminish the credibility that the propagandist so desperately needs.

Example: It is quite possible to make political propaganda even at a gala reception, and probably we can just pass on some concepts. On the other hand, it is clear that after the gala reception, we will not be able to speak to a meeting of workers without changing the black evening dress.

Being accepted also means staying with the people, like a fish in the water, because the propagandist is a human being like everyone else.

Within a group or an Organization, like a good comrade, the propagandist must assume his responsibilities, not shy away from tasks, even unpleasant ones, participate enthusiastically, maintain more than cordial relations with everyone, etc.

Example: On your own initiative, have you ever tidied and cleaned the headquarters of your Organisation or your political party?

Example: At a meeting you have already offered to write some procedures rather than leave this awkward task, as usual, to a comrade?

Objectives

At this point, we have to ask: but what does this propagandist want?

We can answer in a few words:

- 1) to discuss his ideas;
- 2) and get them accepted by as many people as possible;
- 3) **in such a way that they acquire** class consciousness and self sufficiency of judgment;
- 4) and form the indispensable basis for changing society.

Let's look at points 1, 2 and 3 which are considered the priority tasks of the propagandist.

1 - Disclosure means taking the initiative. It is up to the propagandist to take the first step, to discover and to address a hot or current subject or event. The initiative can be facilitated by the environment, spontaneous or created for the purpose. In the first group are included the work environment, public transport, restaurants, evening classes, etc. In the second there are study or training groups, conferences, debates, etc. that already provide training or information.

The propagandist must seek out and/or create a supportive environment. This means acquiring new knowledge, taking courses, joining groups, even apolitical ones, in which it is possible to create a favorable climate for debate.

2 - Getting accepted is the first step to getting your own point of view across. It would be nice if everyone was able to acquire class consciousness right now! But this is not the case.

For this reason the propagandist must adapt his immediate goal to the receptive possibilities of those present, the time available, the environment, etc.

In some cases, the mere fact of being accepted is already a success but, in general, you have to be satisfied with "placing" some basic concepts.

Example: I am also a worker. Yes... Now we, the proletarians, have only our work to live. Not like capitalists with their machines, factories and their land, and who sell us the products that we produce for them. ... And if we can't work, for us, It's hard! ...

3 - If the reaction is positive and the atmosphere is relaxed, we can continue, trying to involve as many people as possible. Finally, the propagandist plays only the role of moderator who, by asking questions and making relevant comments, can direct the discussion on substantive issues to the conclusion he wants.

He must move the conversation at his own pace, avoiding any exaggeration and inappropriate comments.



The propagandist is overoptimistic.

Remember: the propagandist is human, courteous andsmiling.

This is the only weapon we have to break down the wall of misunderstanding and distrust of some grumpy or even hostile people

II. Basic concepts

1) From peer to peer

Each individual respects and considers the other people he rightly considers equal to himself.

It is therefore necessary to put ourselves on the same level as the listener, possibly just by language or aesthetic point of view, either in terms of personality, cultural level, social rank, how to dress, language, etc.



A classic: order the same food at the restaurant.

Example: A bright young man was starting a diplomatic career. During a reception the "big hitters" asked him what his father's profession was. Disappointment: the father was a simple photographer. This fact irreparably compromised the young man's career. In this circumstance, he should have replied: "he takes care of artistic and cultural advice" (!)where ..." he is a journalist in the media" ...

Example: At a reception, the hostess warned Winston Churchill that a foreign diplomat had pocketed a very valuable piece of silverware. To avoid a diplomatic incident, Churchill pocketed another object of silverware and claiming with discretion to also be a thief, managed to convince the high-ranking person that it was better to put the stolen items back in their place because someone had seen them...

Example: An acquaintance complains of being a widowed and alone. To comfort her the propagandist confirms knowing the sadness of losing a loved one, he, himself, lost his father ...

It must be remembered that the propagandist is at his ease in society, he laughs, he can sing, dance, participate in energetic animated activities and popular games like any other person, because the propagandist is of the people like a fish in water.

In particular, it is important to express oneself as the listener would express themselves, using similar words arguments. In practice, when speaking to ordinary people, it is absolutely necessary to express oneself in a clear and simple way, with many concrete examples.

But here too we must not exaggerate.

Example: It doesn't make sense for a "thin" to disguise itself as a "fat" and behave at all costs like a "fat". The dissonance would be too obvious and ultimately it would hinder the whole operation.

It is better to avoid specialized language, legal, economic and/or political (political jargon is confusing!), because with the people we speak as the people speak.

Needless to say, there are some fiery but inexperienced propagandists. In fact, they made the mistake of not putting themselves on an equal footing with their audience, getting just a courteous or timid listening, but little conviction.

The result can be summarized with the following observation, made by a worker:

- We don't need a revolution; we all need to get better! -

So reserve your philosophical and political ruminations for meetings with other intellectuals... you also have to treat as equals.

Of course, the principle also applies to pamphlets, newspapers, books and other documents.

Example: It makes no sense to give Karl Marx's complete work to a housewife who barely reads the box.

Putting yourself at the same level as anyone, feeling comfortable in any circumstance, always being understanding of others problems, accepting and being accepted as if you are "one of their own", requires exceptional talent.

But the propagandist has the necessary talent, because the propagandist is a human being like any other.

2) Human relations, sympathy

"Man is wax and human warmth dissolves him."

This maxim expresses the importance of human relations. In fact, it's only a pleasant human relationship that creates the atmosphere for open discussion and the spread of ideas.

Example: How long did you remember what an unpleasant person said to you? Surely you have already forgotten this person and what he told you.

Since eyes and smiles are two important vehicles of sympathy, it is good to look and listen to the other person, and smile often, even in difficult circumstances.

Sympathy must be reciprocal.

In fact, if the propagandist must be sympathetic, it is very important that the listener also has the feeling of being sympathetic to the propagandist and be accepted by him (avoid yawns). For this, it is useful to remember the name, certain facts and/or personal details concerning the listener and to be genuinely interested and available for any advice and/or help.

The good propagandist avoids showing that his goal is political propaganda, If possible, he maintains good personal relations without putting either politics or the personal relationship first.

Example: The propagandist who visits the sick worker (don't mention politics!).

3. Consideration for the person

Reading the document "Fundamental elements of social psychology"(on this CD or site) has taught us that man is a slave to his needs.

We can deduce from this that the individual, the object of our attention, is mainly interested in meeting his own needs. In other words he is above all interested in himself, his material condition, his problems, his family, etc.

Being himself the object of his motivation, we will certainly give the individual and his personality the greatest attention, express our consideration, respect, memorize his name and the things that are dear to him, etc.

Set up a file with the names and data - photos of the people you meet.

Example: The listener (Claude): - I've been driving for 25 years now without any accidents! -
 Propagandist: - Well done Claude, a real record, congratulations! -

It seems logical that each individual willingly talks about his or life, especially with those who seem to be interested. Therefore, it is better to listen than to bombard the other person with a shower of words that fall on deaf ears.

To have interest also means asking questions, maintaining a dialogue, being sincerely concerned and reacting to the story, often saying the name of the person you are talking with, etc.

Finally, we also consider the person by being courteous, polite, respectful, punctual, etc. But saying this is pointless, because the propagandist is courteous, kind, respectful, punctual, ...

Important: we must take each individual "seriously. It is terribly bad to "ridicule" someone, or to make them think they are inferior because they do not know something, or because they are not interested in politics, etc.

Hurting someone's feelings or openly contradicting them is like making them an enemy: it is the opposite of what we need to do.

Example: The listener: - The politician **xy** is great. He's a genius... "-
 Propagandist (wrong): - No, your **xy** is an idiot, a fascist,..."-
 Propagandist (correct): - It's true, my dear Claude, however in such circumstance **xy** should have done... "-

For this reason, the propagandist must be thankful for any help and information he receives and it should be duly noted. Subsequently, however, the information must be carefully examined and forwarded to be evaluated by the Organization.

4. The positive side

The propagandist, as a good optimist, considers the positive side above all.

Example: Questioner: - In communism, there is good, but wherever there is communism, there are only dictatorships ...-
 Negative answer: - It's not true! You do not understand anything! Where there is communism all is well ... -
 Positive answer: - That's right, Mr. **x**, in communism there is also good though, because of what so and so did, and this thing there.., etc.

Exposing the negative aspects of one's own arguments is literally public speaking suicide.

Example :(false) - Our program is excellent, unfortunately it has the disadvantage A, and it could also cause the misfortune B and cause the difficulty C,.. -

We should only say positive things and mention data and figures, etc. that will likely have the approval and consent of the interlocutor. Moreover, the questions asked, in addition to being short and clear, should elicit only positive answers.

The listener, from his point of view, considers his statements totally correct, therefore positive. For this reason, it is good to avoid confrontation; contradicting him, essentially claiming that his ideas are false would only serve to put him on the defensive, to get him to become stuck on his positions and thus compromise the outcome of the discussion.

It is therefore necessary to circumvent the obstacle by agreeing with him, but later to show him that many secondary aspects of his thesis present disadvantages. We continue until his argument sheds all its weight and it may be necessary for him to admit that it is without foundation.

Example: Speaker: - Reform A should not be done, because it is a plot of the communists -
 Positive answer: - You are right, Mr. xy, however currently there is B and there is problem C. At least the reform would fix the situation and it would be useful in the case of E,...-
 Negative answer: - On the contrary it must be done: the communists are smart, not like you !...-

Considering, as a matter of principle, positive ideology, and all the contributions of the propagandist, by exclusion we may consider as negative any contrary or simply foreign ideology.

Recalling that it is good to remain positive, the savvy propagandist will avoid talking about political opponents and their ideas, other political organizations, programs and achievements of opponents, etc. even if it is just to criticize their misdeeds.

In general, it is good to talk to the listener about one's own ideas, programs, realisations, objectives, etc., and not the ideas of others, especially the positive and interesting aspects of your ideas.

Talking about "others" carries the risk of having to admit a possible weakness or inferiority towards them.

Saying bad things about others involves the risk of saying inaccuracies or, at least, of seeing the listener defend those who we wanted to be criticize, thus having the opposite effect.

Example: (negative): - The Z party wanted to do the NN reform, but it failed! -
 Listener: - But at least, they tried! What did you do? -

Example: (negative): - Mr. XY is a true fascist, racist, bloodthirsty, sadistic, torturer,...-
 Listener: - No, no! It is not necessary to exaggerate. Maybe he is fascist, but a bloodthirsty torturer.....! -

Speaking of "others", either good or bad, indirectly advertises them.

Example: The election poster of the left-wing, party **A**, was pasted on all the walls in the city. There was written on it in large print letters: "We do not want **Z P A R T Y** anymore."
 Also, there were **Z** Party posters that simply invited people to vote **Z**.
 As a result, busy people only saw:
your **Z** - PARTY **Z** - Vote **Z** - PARTY **Z** - Vote **Z**

Example: Knowing that, often, any publicity is good, Napoleon said:
 - Good or bad, provided they talk about me. -

It is therefore obvious that an election campaign, or other, focused on the negative side (from our point of view) of the politics of opponents is counterproductive.

If this is truly inevitable, the issue must be analyzed on a case-by-case basis, limited to a quick and objective criticism. In any case, we must abandon the "agitated zone" as soon as possible.



Optimism is positive

Example: Negative: - In the city there, there is nothing we can do: everyone votes
Z.-
Positive: - In this city, we can do a lot, because so far no one has elected us -

Needless to say, the propagandist sees the positive side because the propagandist is an optimist.

To sum up: what the propagandist says must be **true, positive and useful.**

5. Center the arguments

In the answer, we must use the arguments and topics that really interest the audience.

Example: Speaker: -In our factory, they dismissed a trade unionist-
False : - There are reports of low production...-
Better: - At present, there are so many unemployed the management will have no problem replacing a worker who protests -
Even better: - The trade unionist defended the workers too well -

Example: With the housewife, instead of talking about "politics" it is better to talk about the increase in food prices; with the philatelist, it's interesting to talk about postage stamps; with the English, it's better to talk about the climate (if possible in English!)
...

Practice

With a little tact, goodwill, imagination and patience, it's easy to put the above ideas into practice, especially the five fundamental principles (1. to 5.) of marketing.

The first impression

It is crucial for any future relationship, so it is essential not to compromise anything from the beginning.

Knowing what social background the people you want to meet are, you have to dress as they dress and stand as they stand in an environment familiar to them (as equals).

The contact:

As soon as you have met a person, you must signal that you have noticed their presence, and that their presence is welcome. The best way to express this feeling is also the most human: a look, a smile

a greeting, a handshake, a kindness, a brief conversation, a sincere compliment (human contact).

From the first moment show your humanity and understanding.

By thinking of the needs of the person, his or her own motivations, etc. It is good to care about the person in a formal and friendly way: his interests, his family, his work, his state of health, etc. (this helps to define motivations and personality).

Willingly accept the Coffee that the other person offers you (possibly say you will offer one yourself later). This gives him the feeling of being in charge, of "being someone" and of being taken into consideration.

An old philosopher said, everyone has the right to five major flaws. Why then get angry if the other person is talking too much or has bad breath? Think about it: he may have five major flaws and has shown you only one!

On the other hand there must be something good and positive about them, and that is what we need to discover and use.

Finally, the attitude of the propagandist is positive even about himself, so to the usual question "how are you?" the propagandist should never answer:

"It's not going well! ...".

With an analysis similar to a diagnosis, the propagandist can discover the needs and motivations, and learn more about the personality of the listener. This analysis is based on all available evidence and must be continually updated.

The propagandist should learn the contents of the previous chapters so that the analysis is quick and becomes a reflex that automatically triggers with each new encounter.

This is how the enlightened propagandist can react correctly, with the necessary self-confidence and has a good chance of getting a positive result.

A good analysis can also predict more or less the future behavior of the listener, with a relative advantage for the propagandist.

Example: In a discussion that involves a "fat" pragmatic man, probably, his interventions will be based on concrete facts and very important to him.

Aims and implementation

As we know, the general objective is to "give" and "absorb" as many social, political, economic, historical, philosophical, etc. concepts as possible, to create in the listener class consciousness, increase awareness and judgment ability and to make him a comrade.

After making a correct analysis and assigning the listener a well-defined social status, a personality and if possible also understanding his motivations, the propagandist must prepare mentally and quickly a simple work plan, i.e. he needs to judge how, how much and what notions he can "give" (so that the person can assimilate) so that they are truly assimilated.

Trying to run before you can walk, would mean wanting to impose on a bored listener, notions that he does not like or want to absorb or which, for him, are incomprehensible. The only result: an annoying disaster for everyone!

This also applies to documentation, books, brochures or other documents that must correspond to the expectations and comprehension of the reader.

Exceeding the "receptive limit" of the listener is dangerous because he has the impression that our argument / ideal is only a set of empty words, that have nothing to do with reality (its reality). He may feel challenged and you could even ask him about an issue he does not know and make him uncomfortable. At this point, an instinctive reaction of rejection/defense is triggered, it causes a kind of sensory shut down and the listener remains indifferent to what the propagandist says, possibly for a long time, possibly forever. Even the propagandist (and his ideas) become unpleasant to him, a situation that must be avoided at all costs.

As soon as we know the "receptive limit", it is a matter of driving the listener along the conversation as close as possible to that limit, always keeping his interest awake.

At the slightest hint of boredom or exhaustion, you have or change the subject.

The "work plan" must obviously take into account the intellectual level of all present. If we have to choose at what level we should lead the discussion, it is good to adapt to the average, or, if we know the other people present quite well, we can adapt the theme to the most sensitive to our arguments, because it is with them that propaganda will give the best fruits.

Example: On a train, there are four workers and a teacher in the same carriage. The propagandist would much prefer to talk to the workers in a simple way instead of philosophizing with the teacher.

The "work plan" must also include some topical subjects that serve both to relax the atmosphere, to survey the listeners and to start the discussion. The topical themes chosen should be appropriate to the interests and receptive capacity of the listeners, and preferably they should be vaguely political, economic or social themes (to awaken class consciousness).

Needless to say, the propagandist always has an appropriate topical subject ready for all circumstances (smoking, accidents, unemployment, hunger in the third world, migration, etc.), because the propagandist is a human being like any other, who is interested in what is happening in the world.

Example: - Ah, you're from Calais. There was recently a strike in Calais, it's true?
What was it like? -

Dialogue

In dialogue, dialectic and mimicry are both important. In addition to speaking with a loud and clear voice, the propagandist must convince, be confident, optimistic, etc.

Being heard and understood is the basis of communication!

After the first contact, civilities and compliments, never annoy the interlocutor: do not spare approvals and agreement, even if the interlocutor is wrong! Later correct the errors little by little, as if you had "found" the right concept by chance, as the conversation progressed.

Example: Speaker: - Unemployed people can't find work because they don't want to work! -

Propagandist: - Yes, some are lazy! But, when we closed Factory X and Y, where as it happened here, and there,... and today with automation,... and overproduction,... and China... basically, many are unemployed precisely because there is no work....-

Give many practical examples, if possible refer to what the interlocutor said himself. Allow him to quote the data: at least the data he thinks valid.

Example: Propagandist: - In France, there are many unemployed, I think they are in the hundreds of thousands. Do you remember how many?

Speaker : - about half a million... -

Propagandist: - My compliments for your knowledge! yes, there are many of them!
I think this is due to the automation of production... -

Avoid being a preacher, let others talk and listen. If the discussion is long (for example, during a trip) also make some interruptions to read, sleep, drink, go to the toilets, etc. Generally calculate that for an hour of discussion to a break of at least 10 minutes, or risk a catastrophic decline in audience attention.

Remember that the word is silver but that silence is golden, in an unfavourable environment it is better to remain silent rather than to let the discussion degenerate and thus annoy those present, including possible future members.

While focusing on specific problems and drawing clear conclusions, the conversation must be pleasant for everyone, absolutely not forced or stressed.

Finally, don't distract your audience by inadvertently showing or distributing photos, books or anything. Expose all the "documentation" at the right time (for example during a break) or at the end.

The objections

Of course, the listener does not always agree with what the propagandist says and therefore makes objections.

Dear Readers, dear Propagandists: welcome to objections!

First of all, it shows that the listener followed and understood what the propagandist told him and that, although he did not agree, he was touched.

Secondly, it allows for a better assessment of the listener.

Thirdly, the objection allows us to continue the dialogue and respond, confident that our arguments will be heard and evaluated.

Clearly, the wise propagandist knows how to turn all objections in his favor:

- Without angering the audience.
- By demonstrating the positive aspects of his arguments.
- In highlighting the contradictions of the objection.

In principle, it is good to accept all objections, even the most nasty and provocative, calmly and even with a smile. Always answer in an objective and factual manner.

If possible, formally write down objections (e.g. during a conference) and promise to respond to them later, when you touch on this topic. Objections can be grouped by subject to address them in bulk.

If, in a discussion, the propagandist is opposed to several people, he can turn an objection to one of the people present (whose opinion on this subject is known) and who will surely give an unprecedented, revitalizing and irrefutable answer because it comes from the same "camp" as the objector.

If you find yourself in a situation where you are wrong, sportily admit the error, praising the other party for their preparation, because to err is human and the propagandist is a human being like everyone else.

Conclusions

At the end of a friendly and pleasant conversation for everyone, we should draw some conclusions with which all those present can identify.

Example: - Yes, on this ABC argument, the general secretary
 of the Z political party said DEF. He's absolutely right!
 Well, that means that at the next election we will vote for him! .. -.

In any case, each meeting should end in harmony, and even in friendship. The exercise may be considered a success if the listener expresses the wish for further contact, or if he wishes to exchange private addresses.

In this case, the propagandist must decide whether it is preferable to keep in touch personally or to pass this task on to other comrades, for example by inviting them to attend a meeting, where he or she will meet with those who will take care of them (see chapter "introduction of newcomers"). Being replaced is inevitable if they live far away from each other.

If the listener is very interested, it is a good idea to make a note of it:

- 1 by giving him, at the end of the meeting, leaflets, magazines, books, telling him where he can get other information, advising him on newspapers, websites, etc. ;
- 2 or by later sending the documents to him by mail or by e-mail, with a cover letter;
- 3 by sending him a few trial copies of the group newspaper with an option to subscribe;
- 4 Putting him in touch with peers who live or work in his area;

Finally, make sure that points 3 and 4 have been achieved and that they have the desired result.

Late objections, subsequent meetings

Despite all the good will, there will always be unforeseen events or mistakes: we are only human.

Example: A few weeks later, the propagandist meets somebody from a meeting.

Questioner: - But you told me ABC, you promised me DEF, etc.

On the contrary, I have found in the Organization, it is XYZ: it is terrible, ... and I don't like it... I don't agree with that anymore... I resign ... I'm leaving. -

At this point, it all depends on the propagandist, probably considered by the listener as the one responsible. The propagandist is then the only person who is still able to save the situation. How should he proceed?

Here are some simple rules for these situations:

1. Don't interrupt the "objector"; let him blow off steam!
Listen carefully (possibly take some notes) so that can see you are taking them seriously.
2. Do not offend the objector, on the contrary, support him by declaring that everyone has the right to express his own opinions. Be very understanding.
3. Don't lose your temper, keep a calm and polite attitude.
4. Consider the whole case as if you were an "external observer", so don't feel offended or take the criticism personally. Basically, the same mistake was also made by others, therefore, the propagandist should not feel guilty.
5. Do not immediately refute the objection, but first inform yourself carefully, possibly investigate to verify the exact facts. If the case is serious, take the necessary time, while assuring the person concerned that they will be kept updated.
6. If the objector is right, it is absolutely necessary to admit the error and perhaps apologize. Avoid things that can be seen as 'fobbing off' ("I don't have time" "I have to go to the branch office" etc.): they would only make the situation worse.
7. If the objection is well founded, it should be discussed openly. Allow the person concerned to propose possible solutions, improvements, corrections, etc. Afterwards, make sure that the errors are actually corrected or at least that they are not repeated.
8. Thank the objector for having the courage to raise the issue: it is better to object than to defect.
9. If the objection is unwarranted, do not react abruptly, but also afford this person a certain level of consideration, because making errors is part of being human.

However, we must kindly explain to him that his objection is unfounded, and also explain the cause. Finally, the objector must be convinced, otherwise he will always be a "corrosive protester".

Fortunately, not all encounters with old acquaintances are as disastrous as the example described above.

However, with old acquaintances one should dedicate all the necessary time and consideration. The listener must be certain that he has found in the propagandist a true friend with whom he can confide. If possible, offer him a coffee and take an interest in his personal situation and his political activity.

Moreover, all the rules described above are also valid for meetings.

Important: show yourself as warm and happy, because the propagandist is a human being and as such, he is delighted to meet old acquaintances.

The group dynamic

Within a group a dynamic is created which imposes a unitary behaviour. Consequently, each member of the group fears reproach or ridicule from the other members of the group, therefore each member of the group avoids behaviors or initiatives that could attract ridicule or disapproval. Conversely, group members tend to behave in a way that attracts the approval or praise of others. Those who do it best are privileged to lead by example and lead the group. When approaching a group the propagandist should greet, introduce himself and address the whole group at the same time, loudly if necessary. Only when some, or the "leader", are convinced that by listening to the propagandist they will not expose themselves to the disapproval of others the propagandist himself and everything he has to offer will be accepted. By following the former, the others will also accept, for example the flyer, because refusing it means being different, therefore exposing themselves to the group's disapproval. When leaving, don't forget to greet the whole group.

III. Opponents

Only a naive man might think that other political forces remain at the window. On the contrary, they are very active and experienced.

Since to fight the enemy you have to know him, it is good to look a little at the techniques and methods used by "others".

For simplicity, we will divide "the others" into bourgeois forces and certain religious organizations. The former are clearly linked to capital, the market economy and, in the extreme, populism/nationalism/xenophobia, etc. The latter are dominated by sections within the Catholic Church and a multitude of sects.

The bourgeois technique is more or less that described in this manual, however, the aim is to push the listener to accept the exchange of goods or services for money, with the aim of profit. The aim is also to make the idea that trade that results from trade is an eternal source of prosperity and happiness.

For the political parties of the centre and right, the "marketing" applied to politics is an established fact and a usual practice. To disseminate its principles, they use without hesitation psychologists, publicists, graphic artists, the media, specialists and techniques of propaganda, etc. All this is facilitated by the availability of economic resources and people linked by interest in the chariot of the bourgeoisie.

As a result, people are subjected to continuous and increasingly sophisticated advertising bombardment. Since propaganda is based on relatively impersonal means, the only chance to beat this type of propaganda lies in human contact.

In the sanctuaries of American capitalism, in addition to "marketing" as we know it, we preach the development of a clean and independent (free) personality, the development of intelligence and analytical abilities, and so on.

As a result, the need for specialization and individual initiative is affirmed as a first step towards private initiative, growth, expansion, profit and private accumulation.

The bourgeois logical order is: man, family, department, company, economy, society. In Harvard it is taught that individual initiative (or company initiative) allows the individual to acquire intellectual superiority in a specific area. By putting this specialized cultural background to the service of others it is possible to obtain for oneself great material advantages, those who have obtained it can meet their own needs and those of their employees, with the result of social harmony and a good, successful reputation. In short: a lot of private initiative = harmonious, happy, free, opulent society, ...

Needless to say, this applies only in the economic growth phase and that only a privileged few can succeed.

The result is the widespread view (consensus) that only private and individual initiative, with relative market freedom, allows progress, or even the mere survival of the economy, and that everyone, as much as they can, has the opportunity to enrich themselves.

Consumerism and the frantic race to meet needs led Erich Fromm to say:

If man should explain how he imagines Paradise, he would describe something similar to a well-stocked supermarket.

To obtain consent for such a material and inhuman ideology, propaganda tends to present competing ideologies as disastrous and inhumane.

Example: Communism - terrorism - Russia - Gulag - forced work
We are the good ones, the others are the bad guys
Coca Cola = good ; Revolution = bad

As a result, a distrustful self-censorship is formed in individuals, a rejection that is triggered at the smallest aspect of "different" or "leftism".

Against this electronically programmed mentality (single thought consumerism) only human sensitivity and warmth have a chance of success.

The method sometimes used by the religious is much more subtle, because human.

It focuses on the following pattern: listening, acceptance, communication, comfort, understanding, participation, etc.

For the church, understanding and satisfying, at least by word, the needs of mere mortals, has been for centuries, the way to extend its influence on a growing number of believers.

Completing this picture socialization, a bit of mystery and some staging. In any case, human contact is more intense and takes on greater importance than in the bourgeois, much more materialistic world.

In some cult like sects, in order to gain new followers, human contact goes as far as intimate relationships. In this case the performance (the act of propaganda) is wrongly made in the name of Christ, of God, of a deity.

In many areas, for some years, popular forms of left wing propaganda have been imitated. Even the bourgeois (including the far right) and religious parties, organize parades with flags and banners, gestures, chants, slogans, parties, gigantic meetings (even for May 1st!), group discussions, even if they are totally restricted, without real content, they are still networking.

Warning: sometimes even the expressions of speech of the left are copied!

Example: A well-known youth organization linked to the Church and the bourgeoisie speaks openly of anti-imperialism...

Example: Even some purely commercial women's magazines call themselves "feminists".

It is obvious that the propagandist who wants to unmask such deception in an obvious and simple way must have remarkable preparation and moral qualities.

But therein lies the problem: how to behave in the presence of propagandists "adversaries"?

Here are some tips:

1. Be Calm and cold-blooded. Be kind, smile, stay confident. The public will also judge you by your behaviour in this difficult situation.
2. Do not despise or underestimate opponents. They too are convinced they will win, they are well prepared and have support.
3. Ignore provocations, avoid confrontation. If you really need to engage in a debate, you need to apply the rules of the "Mass Action" and "Mass Media/ TV" chapters.
4. Talk about your ideas, what for you is positive. Don't be distracted and/or dragged around on hot topics or into difficult arguments.

In principle, with the opponents, we must have a sporting attitude: let the best win!

The propagandist comrade is the best because he is a human being, who with the heart, on an equal footing, understands the needs of his fellow human beings, is not for profit and should not blindly execute hierarchical orders.

IV. Mass action

Often, the propagandist has to address many people simultaneously, directly with a speech, or indirectly, through advertising or media.

1 Direct contact with many people poses the technical problem of simultaneously conveying a message to a large group in a clear and intelligible way. If in the past propagandists like Lenin relied on their resounding voice, today there are amplifiers and speakers. It is therefore desirable that the technical means available be sufficiently powerful, functional and reliable. This also applies to the electrical system and energy supply.

During the speech, it is good to accentuate the high-pitched sounds, because the low sounds transform the words into an incomprehensible roar, especially for distant listeners, who are also distracted by the noise of the crowd.

Example: During a political debate, the amplifier was improperly adjusted so it was impossible to understand the words. Therefore, the debate took place only between the speakers sitting at the table. The audience was applauding mechanically when the word "strike" was spoken and when the public saw the microphone passing to the next speaker.

Let us also remember the importance of mimicry and good management that serve to keep the audience's attention alive.

Example: Look at the great speakers of the past in documentaries.

Example: At a major event, young people presented a political musical show. Despite the fact that they sang and played with great effort, the effect was ugly, because there was no reflection of the mood of the audience, and they were dressed oddly and half-naked. If we add that the amplifier was improperly adjusted, and some parts of the script were not suitable for the circumstances, we said it all.

The speech itself must be short, concise, clear to all, concrete, effective and logical.

The speaker must summarize well what all the people present would want to say (see also the chapter "Mass media").

Example: In the French regional elections, the left won the majority in many cities. François Mitterrand, instead of giving a long speech, made everyone happy by simply announcing aloud, one after another, the names of the conquered cities. It was very well understood and created a huge sensation. Let us also remember Martin Luther King's famous speech: "I had a dream... "

Even a banquet, a market, a show etc. can be used for a propaganda action.

Many people also judge our ideas on the degree of organization of such an event.

The site and its surroundings should therefore be inspected a few days before and at the beginning of the event, also for security reasons.

Organize parking spaces, signage, toilets (with enough paper), heating/ventilation/protection from the sun and weather, decorations, refreshments, mineral water for speakers, security service, cleaning, daycare for children, fire extinguishers, tools, emergency exits, electricity, water, illumination, first aid, etc.

Designate those responsible and their substitutes, make a program that is achievable, not too busy and without clashing overlaps.

Example: (wrong) At an event the screening of the documentary was scheduled at the same time as the theatrical performance, and all at dinner time.

Example: (wrong) In a holiday camp the head of the library and board games, for personal reasons, had posted a notice:
"Library: open from 1200 hours to 1300 hours"
Because of this, those who had borrowed a book or a game had to wait a long time to return them, and always at lunch time..

Important: at the entrance organize a warm reception and programme of events. The "new" will be delighted by this "human" welcome and from the beginning they will be well happy and relaxed.

Example: (wrong) At the entrance to the gathering of political party X, there was only a very young cashier, nervous and annoyed to have to stop reading his comic book.

During the party, take care of the details, but without going over the top.

Example: (wrong) For security reasons, musical instruments have been locked in the storage room. At the time they were to be used, the key was missing because the manager was absent...

Example: (wrong) During a cultural event, at the beginning of the show, by "order of the board" someone turns off all the lights. Unfortunately, despite the protests, comrades who, in a nearby room were following a debate, were also left in the dark...

(sorry, this time I had on hand only negative examples..)

Organize things so that when needed, everyone knows who to turn to... and of course, that someone is always available.

Smile, greet everyone, be kind, friendly, warm and cheerful, and talk a little with everyone. This is how you will gain the respect and confidence of those who arrive, little by little.

Do not "throw" coldly into the arms of each new participant a bunch of folders, brochures, stickers, program, badges, etc., and the usual request for a mandatory "voluntary" contribution: it's a start on the wrong footing.

Example: (wrong) During a political meeting a very young couple had approached the book stall. After observing, confused, the mass of books on display and discussing among themselves, they asked the price of Karl Marx's "The Capital". The high price that the person in charge of the stall told them with indifference frightened them and they left disappointed.

Example: (right) A propagandist, who had observed and understood the scene, approached the two young people and politely advised them about two or three basic beginner books, including a cheap book that summarized Karl Marx's work and a book on feminism for

the young woman. He also gave introductory explanations and declared himself available for future meetings. The three left happy and on friendly terms.

Pay attention to information: Everyone needs to know who, what, when and where, especially if the program is adjourned or changed. This is also used to ward off possible false announcements of postponement of the event or bomb alarms from outside.

Example: (right) Announce two or three times through the speakers that, in the building next door (number X of the Y Street, floor Z) the documentary screening will soon begin.

Example: (wrong) There is nothing more annoying than waiting for an hour, standing in front of a closed door, and then hearing that the event is cancelled.

Example: Information - The room where the assembly was held was on the 3rd floor. Shortly after the beginning, on the ground floor the concierge locked the entrance door and several people could not enter. The shrewd Propagandist obviously posts a sheet on the door indicating the date, time and place of the assembly and a telephone number to call or which bell to ring if the door is locked.

If there are complaints and/or disputes, the same advice is applied as for late objections.

Important: Always show that you take each case seriously, because the propagandist is a human being and as such he understands and knows how to put himself in the shoes of the victims of a misunderstanding.

The dinner or celebration of the group or political party are moments of great importance to revive personal relations and reunite the group. In these circumstances, the actions, the speeches of the leaders, the singing of the "International", etc., are important, but the personal relations between the activists and between the activists and the leaders are also important. It is bad to reserve a separate table for leaders who then remain isolated. If we cannot do otherwise, it is absolutely necessary that the leaders stay a little at each table occupied by the "proletarians" to exchange a few words with the seated activists. Obviously, during and immediately after dinner, when it is pleasant (and very important) to get to know each other and talk politics, it is good that the music is set to a low volume and that the raffle and/or ball start later.

2 Indirect contact is usually achieved by advertising and the media.

Using the official channels of advertising is usually expensive. Moreover, the political message is also overwhelmed by pervasive commercial advertising.

The adverts quality, the location and duration of the display, the costs, the number of posters, that are also easily damaged, condition the success of the operation.

It is therefore necessary to limit paid advertising to a minimum and to the most exposed places. Posters pasted on the walls by a host of volunteers still have their effect, however, this practice is increasingly colliding with the authorities bans and complaints from the owners of the surfaces objecting to the display. We need to assess on a case-by-case basis how and where to display. The propagandist comrade should always know a dozen "strategic" locations suitable for use.

Example: The wall near a bus stop or train station, a subway underpass for pedestrians, the side of a bridge, usually all the places where people stop or gather in groups.

It should also be remembered that the public, now immune to advertising, does not stop to read "a sheet stuck to the wall".

Therefore, a poster must look like an illustrated joke: simple, understandable at first glance, effective enough to give you as much thought, as the other makes you laugh.

Example: (wrong) The large (and expensive) revolutionary party X poster represented 3 capitalists straddling a cheque. The wording was: -Who can stop them? -. Given that for ordinary people cheques (as well as the world of high finance) are things outside their daily reality, the impact of this advertising was very modest.

Example: (wrong) The anarchist group's tiny wall poster, printed in small print, described the life of Bakunin and the electoral programme ... No one stopped to read all these things, which for the majority of people were incomprehensible and even illegible.

Example: (wrong) The campaign to vote for an initiative launched by the Young Swiss Socialists in 2016 was focused only on the slogan "Game over" .. This phrase, in a foreign language, without any connection to the subject of the vote (stop speculation on food) but repeated on all their posters, contributed to the failure of the initiative.

In addition to the electoral goal, advertising. should have a training aspect, intending to develop the class consciousness of the proletarians.

Example: (right) The representation of the boss's playing cards: the factory, the big capital, the 1000 workers, the Rolls, the bank, the villa, etc....
... and the proletarian's playing cards: work, family, TV, children, cycling, etc.

As described in the "Basic Concepts" chapter, the advertising campaign should not be negative or generically directed against someone or another political party. By the innate reflex of "to help the weakest", the public would defend the opponents. If it is really essential, we should criticise within limits, of objective facts and figures.

It is also important to ensure that posters are not too easily modified by the opposing parties, for example by adding mustaches, horns or funny ears, or by erasing parts, etc. In some cases, it is a good idea to set up a monitoring service.

Example: (wrong) Under the photo of the young and beautiful candidate of the Z party it read: "It must change!". Unknown people had added: "...panties".

As indirect advertising excludes human contact, it is important, if possible, to humanize this kind of propaganda.

Example: (right) "Murals" paintings and colorful political drawings that often appear on walls in Latin America.

Example: (right) The leaflet which refers to the daily problems of the proletarians. The little newspaper that publishes personal messages for celebrations and expresses its condolences to the mourning comrades.

Example: To strengthen the team spirit, after the president's speech, the propagandist shouted: "Long live socialism!" ... and all together, with enthusiasm and emotion, they shouted "Viva!", three times.

Major events

The Propagandist also participates in major events of other organizations or internationals. These are major public events, conferences, seminars or national or international forums.

Before the event you need to make all relevant inquiries, ensure your documents are up to date, including flight, visa and passport and plan for check in, etc.

If possible, the Propagandist will participate with others to form a group.

If at the event the Propagandist presents himself (with visiting card) as a member of the Organization, he also distributes the group information, otherwise he distributes his own material. Upon his return, the Propagandist will report to his Organization, to which he will hand over the materials he receives and share with the Directorate, his contacts and with the various personalities and organizations. The Group will assess how to use this information and whether it is desirable to contact or invite the personalities or organizations met by the Propagandist.

The Propagandist will also write an article for the Organisation's newspaper to report (with links) on the event in which he participated.

Here are some good rules for major events:

- 1) Set your own goals and agenda
- 2) define its own strategies and areas of interest (which for the Propagandist are normally "Communication" and " socio-political training")
- 3) Give yourself time to research strategic partners and co-participants
- 4) Actively participate in activities
- 5) Stay in touch with your base (who couldn't make the trip)
- 6) Organize strategic meetings
- 7) Take photos, notes, record images, testimonials, audio, etc.
- 8) Collect as many pamphlets and business cards as possible and share as many as possible

Minor events

These are usually lessons in schools, conferences, training courses, etc. where the Propagandist must explain to students, workers or peers, for example, the functioning of the economic system or maybe something else.

Needless to say, the explanation must be as comprehensible as possible, so that listeners feel personally concerned. To give more strength to the message, it is desirable to combine sound with images, for example projecting images with a laptop - video projector (*laptop-beamer*). Obviously the Propagandist has the equipment he needs: laptop, projector, speakers, portable screen, small suitcase to store and carry everything.

If there are only half a dozen participants, just use the laptop with a normal screen. You have to prepare the presentation at home in advance and practice installing the equipment quickly. Check the compatibility of electrical sockets and extension cables, etc. beforehand. Don't forget the USB stick that contains the presentation data.

As for the hardware see also the file "Important" (same website/CD).

Materials, presentation and all documentation, after an update, may be reused later in other circumstances..

1 - Words - We must greet everyone, thank the people present, make an introduction, a presentation of the association, a description of the current situation, state the goals of the conference. The presentation must be a logical web of facts and concepts to lead the public to a conclusion that has become obvious. Give the floor to the public often, especially at the end, for example by asking questions.

2 - Images - Gandhi said: injustices must be highlighted. Images can serve this purpose very well. For example, showing pictures of rich and poor side by side, etc. To show images it is good to use a *PowerPoint presentation*, which can be adapted to the situation. Light billboards can also be displayed.

The conference should not last more than an hour and a half with a break after 45minutes.

If you want to use the presentation "The current economic system and alternatives" (same website/CD) follow the instructions of the "Important" file.

3 - Sounds - Even during a short part of the presentation, it would be good to hear testimonials, music, songs, etc., using the laptop and speakers.

4 - Small objects - We have to display/ exhibit, for example, samples, handicrafts, drawings, books etc., made by the people concerned or that relate to the subject we are talking about. For example, if we are talking about private property, we can show an extract from the land plan, an extract from the land registry, a real estate purchase contract, etc.

5 - From the material to be distributed - print (or photocopy) a flyer (1 page A4 printed on both sides, for example, 200 copies) with photos, logo, addresses and link of your Organisation, where donations can be sent, full and detailed list of upcoming events, etc. The flyer must be designed in such a way that it can also be used as a poster. We can also put the conference details on a CD. It is not necessary or desirable to distribute overly complex documents.

Total time: maximum 2 hours

Materials

For his work, the propagandist needs various pieces of equipment, materials and, if possible, a vehicle.

Propaganda material includes leaflets, pamphlets, books, business cards and maybe posters from his own web page as well. Determine whether to print documents at a print shop or print them with your own printer or photocopier. To all this, of course, add the material provided by the Organization.

Material to carry:

in addition to the propaganda material, paper, pen and marker, painter's tape, flag, handkerchiefs, traveling glasses, hat, toothbrush, small folding umbrella, water bottle, string, versatile pocket knife, LED flashlight, bandages, disinfectants, aspirin, credit cards, USB pen with presentations, a small monetary reserve, a cell phone, a badge or an ID card, a shoulder bag to carry everything (including a laptop) and the ability to extract at least one hand for the flyers.



Computer equipment: desktop computer with mouse, scanner, printer, USB pens including at least one with saved presentations, external memory for backup, if possible an APC; laptop or notebook or tablet with presentations already loaded, video projector/beamer, remote control / pointer, portable screen, various power cables, connection cables and extension cords with multiple sockets.

Various materials (possibly able to be kept in the car): a lightweight folding portable table (usable as a stand), a tablecloth, 2 folding stools, modular pole for the flag, lightweight portable information panels, etc.

Vehicle The propagandist is mobile, which means that in order to participate in various events, he must be able to move independently and, if necessary, bring with him equipment and other people. It is therefore necessary for at least a basic car, without too many pretensions, but reliable, and discreet (it is not advisable to apply things to the car that will attract the usual thugs). For its part, the organization will have a transport vehicle with generator, amplifier, microphones and speakers.

Finance Finally, the financial aspect is also important: the Propagandist manages his financial resources wisely, investing only a small part of his income in propaganda in order to not enter the vicious circle of debt and to always keep a certain availability, to help financially his Organization or other people or organizations sharing the same objectives.

V. The organization

It is well known that coordinated or group work, is more effective than that of isolated individuals. This fact contributed to the birth of political parties, organizations, associations, working groups, etc. Even within an organization, human contact must be maintained. Everyone should feel comfortable, considered, esteemed, never forgotten. This implies regular reciprocal contact, at least weekly, because man is a gregarious animal and a sociable being.

This contact helps to meet social needs, with greater vitality and mutual sympathy. On the other hand, there is a certain social levelling (everyone is talking together, etc.) and the creation of the feeling of shared purpose ("we", of the C party).

At this point, there is a risk that the group will attribute to itself extraordinary qualities and entitlements, that it closes in on itself, that it limits contact with the outside

Here we fall into sectarianism, a situation that must be avoided.

For this reason we must not neglect contacts with the real outside world, which is especially important for organizations whose aim is to "represent and defend the people".

The group will also be judged by the outside, and its fame, its "image", good or bad, is also reflected on each member.

A good image is obviously essential to the success of propaganda.

The propagandist member of a particular group will be more or less well received depending on the image assigned to the group to which he belongs.

Example: It's different to say, "I'm Comrade Dupont... " and "I am comrade Dupont, member of C party ..."

Example: (wrong) During the assembly of a small far-left party, openly proletarian and pro-worker, was applauded the entrance to the room of "the only worker member of our party" (!).

In certain circumstances, for example in small towns where individuals are more isolated, more attention must be paid to human contact than to political work.

Example: Public holiday outings and recreational evenings, and the group holidays organized by certain religious groups and by various associations are very popular.

There must be a rapid and fluid information system within the group. Modern technology has provided us with a great tool: the internet, with e-mail and a website accessible to all, this issue of information is almost solved.

Mutual respect, spontaneous collaboration, mutual assistance, personal initiative for the group and group help for activists in difficulty, etc.

Example: Visit sick comrades regularly, keep in touch with distant comrades or those in prison, help comrades who move or are unemployed, promote contact between members of the party, and so on.

Example: By asking a friend to help you, you give him pleasure that he feels useful and "to be someone"....

Similarly, tidying and cleaning of offices and related activities such as research, documentation, parties, etc. should not be overlooked. These are factors of weight in the creation of 'the image of the group' and overall efficiency.

Example: (wrong) At a meeting in a small crowded room, it was decided, by mutual agreement, not to smoke. Despite this, after only 20 minutes (!), those present had to interrupt the meeting because the air was unbreathable and among the smokers there were also, needless to say, the supporters of the ban!

Example: (wrong) For reasons of their own, the activists of the small party X were obliged to be present at the party headquarters at least two hours a day (!). Whatever the merits of this decision, the activists were wasting these hours with futile hobbies, when there was an urgent need to reorder and clean up the premises they occupied. In addition, a few weeks later, the beautiful cleaning equipment provided at his own expense by the propagandist was gone...

Without examining in detail the structure of an organization, we say that the excess of hierarchical levels is detrimental to the contact between the bottom and the top; each executive should not have responsibility for more than 10-20 subordinates or 5-10 subordinates if they are difficult to reach.

If the organization reaches large proportions and exceeds the 6 hierarchical levels (if we can speak of hierarchy) the activists must be distributed to affiliated regional or municipal organizations and a coordinating body must be created.

The specific duties of the "responsible comrades" will be examined later.

Ideally, the hierarchical position should not lead to any privilege or accumulation of tasks or functions, as this would undermine mutual trust.

Inside, we should distinguish the different special areas(departments) such as: administration, press and propaganda, factories, schools, anti-imperialism, underdevelopment, soldiers, women, housing, union, legal assistance, etc.

There should be, in particular, a group of comrades in charge of recruitment, political education as well as assistance, advice and training of propagandists, animators, executives, introduction of newcomers, etc.

In the event of conflicts within the Organization (it would be nice if there were none!) it is desirable for the propagandist to act in such a way as to maintain peace and unity. If necessary, he must also be a mediator (see the chapter "Conflict Management" at the end)

The Organization's support for the propagandist is essential

- a) It is indirect because the propagandist enjoys the trust and recognition that he automatically acquires by belonging to a specific Organization.
- b) It is direct because the Organization provides the propagandist with:
 - The necessary knowledge, including class consciousness, political training, operational guidelines and assistance in all areas
 - training, updating and continuously developing his knowledge
 - connections, specific information and a more global view of the labour movement
 - propaganda materials, leaflets, newspapers, books, websites, technical means, etc.
 - security because the Organization helps the propagandist in case of need
 - welcomes and assists new recruits introduced by the propagandist
- c) It is human because the Organization is:
 - the place where the propagandist recharges his batteries, where he feels safe, receives advice and finds understanding and support

For its part, the Organization has a duty to:

- assess each situation taking into account the real chances of success
- provide for each action a sufficient number of comrades chosen from among the most skilled and able, announce the events
- equip comrades with premises and the necessary technical and material resources

- give everyone the necessary training and clear instructions
- encourage personal initiative within the limits of planned action
- take note of and congratulate successes
- detect, understand and correct mistakes (see "Staff Management" section)
- take into account suggestions and criticisms from the grassroots
- decide quickly and unambiguously
- improve and continually update

The propagandist's duties to the Organization can be summed up in two words:

loyalty and initiative.

In other words, the propagandist must:

- carry out his task as well as possible, even the most simple, whether entrusted to him, or whether he chose it voluntarily.
- be discreet about the Organization
- maintain contacts and inform comrades (especially about opponents)
- behave in a correct, open and friendly manner towards all comrades (also those belonging to other political organizations) and the general public, for it is also on individual behaviour that the Organization to which they belong will be judged
- in case of error or danger, avoid unnecessarily involving comrades and/or the Organisation

VI. The mass media

Quote from a great journalist, Horacio Verbitsky: "Journalism is to spread what someone doesn't want people knowing, the rest is propaganda".

In general, the left underestimates the importance of the media.

At the same time, the mass media informs most individuals and forms the majority of opinions. If we look at how many thousands of people are informed before and after an important event, that is enough to understand how and how much perception of this event can be influenced before and distorted after.

In order of importance, the mass media are:

television, newspapers, radio, internet, magazines, cinema, books, etc.

Often for the left, access to the media has become difficult, so rare opportunities should be fully exploited.

Example: The first thing those involved in the Coup do is occupy or close the television, radio and newspaper studios, going so far as to arrest journalists. Often, both the authorities and the owners of the media impose their political line or censor alternatives.

TV, Radio, internet

These are the biggest news broadcasters and opinion makers that humanity has ever possessed. In the hands of the bourgeoisie they are a powerful weapon of power, domination and ideological repression.

Unlike other media, television (and partly the internet) is able to reach two senses simultaneously (vision and hearing), which gives it extraordinary powers of conviction.

The circumstances that allow the left to express itself through television are usually interviews, debates, discussions and speeches.

In all cases, some of the basic rules mentioned above must be applied:

- we talk to the listeners and not to the moderator or all the others in the room;
- listeners are mere mortals, with their virtues, weaknesses and needs. It is therefore necessary to talk about what interests them most and what they can understand;
- listeners will appreciate the fact that the speaker is "one of them".

Preparing for a radio/television recording must be scrupulous

As soon as the theme is known, it is useful to know who the moderator will be, who will represent the different parts, where and when the recording and broadcast will take place.

The possible questions and responses must be studied in the group, summarized and memorized until they become an automatic reflex (which allows the mind to be free for the clash of the debate). It is also necessary to prepare and study a list of basic concepts that you can put on small notes during the recording.

If possible, contact other participants of the "people's front" to coordinate the action.

Test shoots must be done, they should be recorded, examined and evaluated.

The actual and past transmission can also be recorded and examined so that everyone can see and correct their errors.

Hair, beard and general appearance should be cared for. Clothes can be modest, but under no circumstances neglected.

Example: Would you give a loan to a beggar, even if he swears to you that he is very rich, so that he is able to repay you?

Appearance should be as the majority of viewers expect it to be, or as that of most of the audience in a similar situation (putting yourself on an equal footing with those that the message is addressed).

Remember that light colors or blue stand out very effectively, while white "stands out too much" and synthetic fibers create reflections.

Glasses can accentuate that 'air of intelligence that I don't dislike.' However, eccentricities and conformity must be avoided.

Example: A distinguished lawyer, in his fifties, who was wearing a dark suit, was taking part in a debate with the left. Following a "team order", he had to take off his tie. The effect was unsightly and counterproductive.

Take with you what you need to write, a large and colorful handkerchief (to wipe away sweat or to cough into), a small folder (or at least a white envelope) a large picture to show during the televised recording, a pin and an Organization newspaper that is left within sight when recording.

Keep special throat lozenges on you to prevent hoarseness . Forget chewing gum and cigarettes.

The recording

It is good to take advantage of the moments before recording to study the opponents, as described in previous chapters:

In principle, the "fat" will bring concrete/practical arguments, while the "thin" will focus more on the theory.

Throughout the recording, it is best to face towards the camera always smiling, in principle, even in the most difficult situations or when the opponents are talking.

Example: There are people who, with a smile, have managed to get elected president Of the United States! (Jimmy Carter)

This serves to build confidence, to create a favourable impression and to confuse opponents. During the debate, it is good to "write" to give an "impression of seriousness" and to note the keywords of your next speech.

Don't be confused by the comings and goings of technicians, the various preparations, the voices transmitted by the speakers, the lights, the equipment, the cables everywhere, the extravagantly shaped microphones and the make-up that specialists will put on your face.

With the art of technology, different cameras simultaneously record your image and send it to the control room. The (invisible) director chooses between these images "the right one" and transmits it to the viewers. It is important to know that the camera that records the "right" image is one that has one or more lights on (to check). This means that, at that time, thousands of people will see clearly and only through this camera. So keep an eye on the cameras and take advantage of the moments when the camera stares at you, to smile, make gestures of approval or disapproval, etc.

Diction

At the beginning of the appearance, or when the presenter introduces you to the audience, greet the camera with the light on (the audience) at the least with a gesture or a smile.

Your language must be clear and strong, from the beginning to the end of sentences and throughout your statement.

Approach the microphone with your mouth (or vice versa) until you hear that your voice is clear and loud.

It is essential to avoid these noises that are made (aahh, ahh, hmm, eehh, etc.) usually to fill the "void" due to the time it takes to find the right word. Also avoid coughing (if necessary cover the mouth with a large clean tissue), clearing your throat, nose noises, etc. If you need to suck a tablet against hoarseness, do so.

Example: (bad) Yesterday I went to...eehm...A spa in Bath, where my...eehm...sister-in-law is ...aahh...I'm going to....see. My brother-in-law's grandson...ääh... to...

To avoid such bad structure, it is good to plan the formation of the sentence in your mind, and then leave to your mouth the task of uttering it almost automatically. If you really need more time to search for a word, it is better to speak slowly, take a break (dangerous because the opponent can take advantage of that and take the floor) or say a "waiting word": "so," "in truth," "indeed," "effectively," "I think," "in reality," "sure," "clearly," "it's undeniable," or repeat the last word you said, etc.

We should still avoid these things because they disarticulate the speech.

We train to avoid these "accidents" we invite the reader to carry out the following diction exercise:

Read the words below slowly and aloud, while looking ahead at the text.

For example, while you read the word "Only..", you have already seen that the following words are: ".. in recent years..", and insert into the speech - without the slightest interruption of the thread of the reading - the missing words (to be sought during reading in the list next).

Only in recent years, science has (1) in identifying the mechanism that (2) the so called disease of betrayal, understand these coincide with an (3) on the auto immune system starting from the inside out with the production of (4) directed against (5) we should consider as ourselves.

In this particular category of disease it was recommended to (6) an international symposium in (7) organized by the foundation of (8) in collaboration with the world health organisation and the (9) of Cremona

- | |
|----------------------------|
| 1 succeeded |
| 2 triggers |
| 3 attack |
| 4 antibodies |
| 5 something |
| 7 Cremona |
| 6 dedicate |
| 9 Surgical Medical Society |
| 8 Menarini |

To those who often must appear in public, and have to learn how to stand in front of the cameras, we recommend that you take private lessons from professional marketing schools, or at least train in front of a mirror.

To save a few precious seconds, or to highlight an important concept, we can use this trick: say "I repeat" or "I reiterate this point" and repeat the last most important words.

During important debates, we must not allow opponents to take the floor because every second counts. This is an absolute rule when, during a debate, our time is running out. In these critical moments, it is necessary to repeat, passionately and loudly, the last words spoken, in moving your mouth to the microphone leaning forward, or even reaching towards the microphone with your hands. Every moment lost is a gift to opponents.

If the trick doesn't work, speak immediately to the moderator, putting your voice over the opponent's to make his words incomprehensible.

And talk, talk, talk!

Also intervene to defend comrades who are in the same situation.

The argument

TV (and radio) conveys statements, not arguments.

In sentences, as in the entire speech, first and clearly state the fundamental concept (the "Yes" in the example below), because the attention of the viewer decreases and focuses on the image displayed by the screen.

Example: (right): **"Yes.** Our answer is **yes:** because the choice A, B, C... "
(wrong): "A, B, C... for this reason we choose C."

In fact, in the confusion of sounds and images, and because of the speed and mass of information coming in, it is possible that the viewer may not be able to grasp the actual meaning of the sentence or speech. Also, while you are speaking, it is possible that the director chooses to frame another person or external image, facts that completely divert the viewer's attention. You should also consider the possibility of the moderator interrupting you, so that you cannot complete your statement.

However, the meaning of the speech (the **yes**, in the example) should be repeated, for example at the end.

Avoid political jargon, declare the source of the data, etc.

To be fair, there is a risk that clear speech will be considered simplistic.

It is also important not to interrupt the formulation of a concept to introduce another: the public would not follow.

We must also remember that the listener is motivated by his needs (see Chapter I.), so he will give more credit to those who tell him most clearly how to satisfy them.

To have a hold either on the "thin" or the "fat", if possible, each statement should have a theoretical content (legal, philosophical, technological, historical, logistical, etc.) and also have a practical side (as is in the daily reality of the man on the street).

Mention as little as possible the other parties, opponents, their ideologies and their arguments, even if only to criticize them: indirectly you are advertising them.

Example (right): -...some parties of the bourgeois oppose our proposals of...-

Example (wrong): -...the XY party has only created the new football stadium...-

Don't ask the opponent questions (except possibly a tough one at the end), don't let him talk, don't give him the floor or respite. At most, and only towards the end, make some scathing accusations, very logical and well documented.

No one is so naive to answer your embarrassing question, like, "Yes, it's true, we made a mistake: you were right". Indeed, everyone will be happy to speak ... and then it will no longer be possible to deny it.

By analogy, a football team is not going to voluntarily pass the ball to opponents hoping they will score an own-goal.

Example: (wrong): "You are from Party A, you say BCD, but in reality you do nothing. Tell us what you've done so far! "
 Likely answer:
 "The accusation is baseless: we are EFG, we have always done HIJ, we will do KLM, because of NOP, we think QRS, we have to do TUV... etc.
 (and now it's me that has the microphone and I can say what I want!)"

Don't get caught up in the discussion of an unimportant detail or a secondary question: it's a trap! Most opponents are probably well prepared on this subject, therefore, settle the issue with words that its status deserves and go back to talking on the topics you have prepared.

Example: Leave Russia where it is and try to solve the problems of our citizens ...

When opponents accused Enrico Berlinguer of what was happening in other parts of the world, the Communist Party secretary responded with a laugh: -"**Don't take refuge abroad!**" ...-

Note very methodically the subjects of opponents who, can be demolished quickly and easily by your responses. In your first line, the repetition serves to reaffirm your concepts in full voice, don't talk about what opponents want or what they have said.

Also respond to provocations and insults with a smile and give objective and positive arguments. In this way, the opponent shows himself in a bad light.

Example: - In your theories there is good, but you are only looking for protest and disorder! -
Answer (smiling): - I thank you for the compliment for my "good theories" they actually state A, B, C, ...-

It is permissible to bluff, but with a lot of discretion.

Example: "Our party is preparing a list of tax evaders in the city.
 We will be stunned! ... "

Impression is very effective because the image gives strength and vigour to speech. Try in front of a mirror. The face must exhibit the feelings you state.

Example (right): Show a dismayed face by denouncing the consequences of the opposing party policy..

Move your hands with measured but precise gestures, for example, to describe the object mentioned, to remove the glasses, to move a hand to the forehead as a sign of despair, etc. Move a newspaper (obviously that of the party), or an object. A simple white envelope held in the hand amplifies the gestures, for example, to indicate a person in the crowd or at the table etc.

Avoid touching your body or head, even to scratch yourself. Keep your throat clear, If necessary use a clean handkerchief.

During any waiting time, assume a neutral attitude or amused disapproval, while paying attention to the movement of the cameras and taking every opportunity to interrupt the opponent's speech or make a controversial observation. Smile if the opponent is nervous! During the debate, the waiting time can be used to prepare for your next intervention by noting any keywords.

Applaud or praise the "good" interventions of friends.

One or two newspapers of his own party or a book put "by chance" on the table, as well as a large *badge* on the jacket have the effect of a hidden advertisement because their image can be seen multiple times by the viewers. Oppose the moderator's ban on showing such objects.

Example: During an abortion debate, a challenger held a fetus "in vitro" near him. The sight of the fetus (exposed throughout the debate) overwhelmed the public and the debate itself was basically concluded.

Another trick is to read a few sentences from your own party's newspaper (or an unseen sheet stuck in the newspaper) so that the name of the newspaper is clearly visible to the audience, etc.

For the rest: high morale and fight like lions, because the courage you show is nothing compared to that of comrades who in other countries risk their lives to distribute a simple leaflet.

Important: in the event of high-level meetings or high-level debates, you must agree in advance with all parties (TV, moderators, friends, opponents, etc.) on the conditions and rules of notifications, timing, filming, etc. If possible, ask that speaking time be shared equally.

Example: The big two-way debates leading up to general elections.

The opponents strategy

Anyone who criticizes multinationals, capitalism, official institutions, etc., will be accused of opposing the system, the state, the economy, the well-being of all, etc. and therefore he will be discredited in advance and, later, he will be rejected as a speaker and unlikely to be given mainstream media attention.

Example: A very combative trade unionist whom employers refuse to meet with.

Those who criticize, to discredit him, dubious motives will be attributed along with claims of bad personal character, stupidity, illiteracy, inexperience, vanity, etc.

Example: A well-known left-wing parliamentarian who criticized mismanagement in public hospitals, it was said that he had "brainwashed himself!"

Example: Supporting the Palestinian cause "is anti-Semitism"...

Example: "Environmentalists cannot discuss the issue of nuclear power plants because they are **not specialists...**"

This also applies to the "experts" present or cited: they will try to discredit them by citing errors, jokes or illegal acts committed by them in the past. In addition, there are other alleged "experts" who claim the exact opposite.

Example: You sir, you are not credible because when you were a student you broke a shop window! (we called him "the expert in glass cases")...

When criticism is based solely on assumptions or is global, the opposite will be "proven" with very specific examples.

Example: "Unemployment is increasing? **But no!** It was just yesterday that Company X announced that it will still hire 200 workers!"

When the criticism is indisputable (ITT case in Chile, Amoco Cadiz disaster, Seveso, Bhopal, South Africa, the disappeared, Fukushima, etc.) opponents will claim that this is an unfortunate isolated case, widely deplored and condemned.

Statistical data (such as the Oxfam annual report) will be described as "extreme cases" and dismissed as such and as "partisan" or "biased".

In any case, opponents will try to convince the public that the preservation of the market economy is in the interest of everyone and of freedom. They will first try to prove, through the media, that criticizing (for example, multinationals) means challenging the foundations of the free market economy and that behind these criticisms are the enemies of the free world, the supporters of Marxism, violent people who seek only chaos (with probable quotation of the failures of socialist countries...).

Example: The allegations of violence (on reality carried out by infiltrated provocateurs) during rally of the left.

Example: "We must leave the market to settle fluctuations..."
"The high salaries of managers are justified by their high performance..."

The proposals of the left will not be challenged directly because, justified and beneficial; however, opponents will try to show that the proposed measures are not justified, are technically unfeasible, too costly (who pays?), complicated, a 'nanny state', bureaucratic, restrictive of individual freedom, etc.

Example: Left: "We need to help low-income families with benefits for children. "
Opponents: "Yes, but not like that, because it would be too much bureaucracy. "
"Yes, but not now, because the government is restructuring sociality...."

Wealth sharing:

Bourgeois: "Wealth, before distributing it, it must be created...".

The left: "Wealth already exists, just look around!. This is the result of the work of generations of workers who have found themselves with absolutely nothing, as the new Oxfam report shows... It is time to change this unfair distribution of wealth."

Citizenship salary:

Bourgeois: "Impossible! Who is going to pay? Surely there will be profiteers... People will stop working..."

Left: robots will work. You simply have to distribute the products and services produced by the robots.

Social media

The rapid spread of the Internet, home and mobile computing and related applications and programs has significantly altered communication between people, the distribution and perception of information and the formation of opinion and even the behaviour of humans has fundamentally changed.

Human contact, which was once made in person or over the phone, is now done via social media. Facebook, Twitter, WhatsApp, Instagram, YouTube, etc. dominate. This technology allows us to stay in touch at all times with tens or even thousands of people with whom you can exchange messages and information of all kinds, although virtual it is still very incisive.

The Propagandist must therefore master social media, as it is now an important route of information and propaganda at all levels.

It is therefore recommended that the Organization and the Propagandist have their own websites, that they use Email and that they be present on the main social media platforms, both personally and collectively as an Organization.

As an Organization, regular contact, for example through a monthly "Newsletter" or circular, keeps activists and supporters "involved" and informed, and acquires new members. These electronic tools allow the Propagandist to easily send (with a simple "click") his "propaganda material" anywhere and at any time. It is therefore recommended that each propagandist always has at his disposal virtual documents, information, images, videos, etc. that can be sent immediately by any electronic means. Of course, the material will always be attractive, relevant, simple and educational, because if it is easy to send a message, it is even easier for the recipient to ignore or delete it.

It is always necessary to bring with your paper documentation (flyer or business card) containing your private email address and website, for printing off media to be distributed at meetings or events. It is also useful to carry a USB stick and CDs containing the same or similar information, that can be loaded directly onto a user's computer, whether Online, or offline. It's also helpful to hire one or more trusted IT consultants to keep you up to date, to load new programs, to build the site, to help you in case of a technical problem, etc.

For the propagandist, the rules set out in the practical section also apply here: consideration, positioning yourself at the same level as your audience, etc. suggest that the messages sent must always get a polite, relevant, sincere, targeted and calibrated response to the recipient's personality. Messages and flyers should be simple and clear, possibly with images, well known facts, logical, etc. without forgetting a little humor, just to make people smile. It is advisable to diligently save and store in a particular file the texts, images and videos to be used later.

Important: keep a copy of email addresses (in the form of an excel table) on your PC or on paper, as they are easily deleted by malicious viruses, but also it is useful for passing on the information to contacts.

Remember the targeted and personalized messages sent by the propaganda company Cambridge Analytica, which influenced Trump's election campaign and succeeded in getting him elected. Indeed, companies specializing in the collection and analysis of personal data establish a "profile" for each user, user group or specific area/region, and then simultaneously send thousands of personalized messages, both marketing and political, and often false, with which they influence the receiver, the public and the electorate. Therefore the propagandist's task is to use his network to anticipate these "torrent" operations, keeping his "contacts", the sympathizers, the Organization and the public well informed.

Warning: at all times, the propagandist must be careful not to communicate his data and those of his contacts to third parties online, infections caused by viruses, malware, etc, should be avoided at all costs, with the latest anti-virus programs and an external storage system / "backup". You should also exercise caution when accepting messages or documents, enquiries, requests for information etc.

Keeping track of all this is a challenge, but the Propagandist is competent, tireless and systematic and should know how to use this technology as well as possible.

VII. Team conduct techniques

For thousands of years there have been superiors and subordinates: the "boss" and the one who gives him "obedience".

(On this subject also see "*The Origin of The Family, Private Property and The State*"- same website /CD)

How do we reconcile this relationship? How do we make it acceptable to both? What position should the superior take to have his orders willingly accepted?

Our ideology, and common sense, teaches us that authoritarianism can be extremely counterproductive. On the other hand, the superior cannot avoid the problem and do all of the work himself.

The result is an inevitable superior-subordinate relationship that must be as humane as possible.

Since satisfying need is the driving force of most human action, it is obvious that any work, including political work, must serve the individual to meet some of his needs.

In the case of work, it is mainly used to earn enough money to meet basic needs. From this point of view, political work is privileged because the person who does it (almost always on a voluntary basis) mainly meets the needs that generate positive feelings, stimulating enthusiasm and hope, so instead of a salary he receives consideration, friendship, praise, the right to participate, etc.

Motivation is surely the practical basis of management: to motivate the subordinate or, better, to make him aware of the meaning and purpose of his work, to convince him that thanks to the work he must perform he can satisfy his needs (in politics the secondary needs) and, in addition, the needs of others also.

We have already seen what human needs are and the importance that those who are not satisfied take (see, on this website/ CD: "Fundamental elements of social psychology").

The art of workers treatment is to enable the subordinate to satisfy the greatest number of needs, first and foremost the primary (reproduction of the work force).

A frustrated, sad, apathetic subordinate is far from efficient and loyal.

The supervisor must, therefore, provide fair wages and assign tasks, but also guarantee food, the organization of leisure and rest, meetings, sports, etc.

We reiterate: what is mentioned above is the minimum required!

Much more difficult is to help the subordinate meet secondary needs.

First, we must respect the personality of each individual by giving everyone freedom of expression and choice.

There is no worse leader than the one who builds his supremacy on the oppression of the personality of others. The supremacy of the leader in this field should be a natural fact; it is unnecessary and counterproductive to reaffirm it harshly all the time.

The leader must appear as a colleague or friend, a little smarter, a little more experienced, who asserts the weight of his authority by superior conduct. As always modesty is a great virtue.

The "empowered" comrade who holds leadership positions in left-wing political organizations must possess exceptional qualities of "good leadership". Indeed, he cannot "threaten dismissal" to the disobedient and cannot "promise a promotion, a salary increase or a job" to fellow comrades who work on a voluntary basis. He must establish his authority only on consensus, with his personality, his training and his kindness. Without the selfless cooperation of his subordinates, there would be no group and no group leader.

His weapons are friendship and consideration, good advice and praise for the work done, making realistic strategic choices, accepted and acceptable to all, creating and maintaining a strong team and paying attention to the satisfaction of comrades, etc.

However, here is a list of the most important rules that each "leader" should know by heart.

To develop team spirit you need:

- to introduce newcomers (see the next chapter)
- create the team that defines the group and its tasks
- to resolve conflicts between subordinates
- clearly establish functions and skills, taking into account the capabilities of each individual
- organize group meetings, leisure and work

To help the individual assert his own character the leader must:

- be the first to greet warmly, exchange some jokes, respect the personality and needs of each (for example, the elderly and disabled), do not belittle with stupid jokes, do not make fun of those less able or less successful,
- objectively acknowledge and praise performance,
- clarify the meaning and purpose of activities,
- do to order around, but distribute tasks fairly,
- accept the advice of subordinates,
- setting targets, the subordinate understands,
- give the subordinate the opportunity to express himself in his field of activity,
- advise the subordinate objectively,
- expand the scope of activities,
- encourage the subordinate to learn new things and ensure they can be used,
- also choose interesting tasks and work that you would like to do yourself,
- let the subordinate perform difficult tasks that he did not believe he would be able to do,
- allow the subordinate to be positively noticed by those at the top and outside the organization,
- make the subordinate autonomous to the point that he sets his own goals and continues to motivate himself.

To ensure self-sufficiency, a leader must ensure that:

- the subordinate is aware of his own progress,
- the subordinate is convinced that he is employed according to his abilities,
- the subordinate has more and more responsibilities,
- the subordinate has a certain possibility of career progression, for example to become an "expert" or a "specialist",
- payment (when there is one) or the reward, is adequate.

To finish the "good leader" is neither the most active nor the most fun, but

the most active and the most fun!

“Empowered” comrade: know yourself and strive daily to make yourself even better!

The seven little rules of the good leader

- 1) Have the courage and serenity and, even in difficult times, the ability to control anxiety and not pass it on to others.
- 2) Be objective, know how to understand others and evaluate them without letting yourself be influenced by kindness and anger, or gossip, gossip so common in offices
- 3) Have humility, that is, the ability to listen to the opinions of others and the ability to admit your own shortcomings and correct your faults.
- 4) Have the courage to make decisions without wasting precious time.
- 5) Use honesty to oppose lies, cheating, trickery, slander, hypocrisy
- 6) Your virtue is generosity, the ability to devote yourself, thus setting an example for others. Moral behaviour is not taught by words, but by seeing the example.
- 7) Be fair. How to reward the capable, the honest, the sincere, we must punish the dishonest, the liars, the hypocrites, the slanderers, those who persecute others and run away. Keep the stupid, the incompetent and the lazy away.

Introducing newcomers and recruits

Without newcomers and recruits in our ranks, without proselytizing, without recruitment, we will never have the revolution, on the contrary, the Organizations would disappear for the simple reason of the aging and death of the membership.

So, to newcomers, to sympathizers, to those who show a simple interest in our cause, we must pay the utmost attention.

It is very important to welcome them with open arms ... (spies and provocateurs excluded).

In addition, to break the deadlock, it is up to us to take the first step, give the first invitation to a meeting, organize group training, lend the first book, give pamphlets, flyers, booklets or a CD, etc.

The "new" are full of good will and idealism, they have a lot of expectations and imagination, but, they are probably also desperately searching for ways to solve their problems or satisfy their own unmet social needs.

In us, they see a chance to solve their problems: it is our most important task (and our chance) not to disappoint them from day one.

The "new" will therefore be presented to all those who will be in contact with them, and then assigned to an "old" chosen member so that the union quickly turns into friendship.

All the "old" members will have to be particularly friendly, friendly and interested in the novice. From the very first moment, the "new" must feel that he has found many friends, that he is respected and considered, and must feel comfortable.

Avoid blame, correct mistakes immediately or later in a group discussion (critical evaluation). Also avoid academic teaching but allow access to information.

Example: "an old member": - Did you see that the government has decided to ABC? But these ignorant people do not understand that this will produce a disaster, like the time when DEF, because GHI, .etc. -.

In this way, the "new" learns by listening without having to publicly show "his ignorance" and can save face.

Don't forget the "new ones." It is a serious mistake to forget to invite a "new" to an event, a demonstration, a trip, a dinner or something else that has been organized in his presence or that he is aware of or will learn about later.

Small gifts, invitations, compliments, lots of consideration, tasks and a stimulating activity that allows him to fulfill his aspirations and "revenge" against the society that oppresses him, will quickly make him a good, convinced and active comrade.

Teamwork

For the propagandist having someone (a family member and/or friend) by his side is very helpful from an organizational point of view and is also a great psychological and moral support.

Through family members, for example, the wife or girlfriend, you can meet new people, establish new contacts, if possible. Family members and friends give advice, correct errors, and liaise between the propagandist and other people or groups.

The propagandist must involve "his own" in his activities, taking them with him to events, entrusting them with tasks or coordination of actions, etc.

Needless to say, working as a couple or as a team is more effective than that of an isolated person.

The propagandist must train other propagandists, because the more there are the more propaganda action is expanded. In addition, one day or another, even the most resolute propagandist must withdraw. So the savvy propagandist will notice those who have the stuff of the born propagandist, or the active, trained, diligent, idealistic and jovial comrades, who easily find interact with others.

After a period of observation and evaluation, the propagandist must meet one by one with those deemed fit and discuss their activities, what he is happy with, priorities etc. If the candidate is interested and available he must motivate and provide him with literature, for example with this [Practical Guide for the Fellow Propagandist](#), the brochure [Fundamental Elements of Social Psychology](#), the presentation [The current economic system and alternatives](#) (on the website) etc. and teach him

to prepare his own propaganda material successively. They must be invited to an event (to prove their ability) in which he will participate jointly with the propagandist.

After a "learning period", the new propagandist will be able to act independently or as part of a team. It is obvious that the propagandist will always treat him as a friend and with consideration and, of course, conscientiously "as equals".

The propagandist is a coordinator

The propagandist also acts as coordinator, pivot of all propaganda, distributor and organizer of activities, both for individuals and groups.

Here are some basic rules for this action:

Ask, learn, know

To this end, the propagandist is always informed of the activities, programs, events, trips, initiatives, etc. of companions, groups or organizations. The main sources of information are social media, but also his personal knowledge, the press and of course the Organization.

Document everything

The insightful propagandist prepares his own address book, constantly updated and enlarged, for example, by diligently preserving business cards (with necessary notes on the back) and leaflets. By establishing an address book (database) on his PC using Excel, with names, addresses and email addresses, phone number, etc. and notes on the peculiarities and specializations, when and where he met these people, etc. If there are very many addresses, they should be divided according to the specialization, the region, etc. At the end of his career, this address book can be passed on (with caution) to another propagandist who can continue the work.

Clearly, such documentation is both valuable and delicate. It is therefore a good thing to keep these documents and data in a safe place, for example in a hidden location or on a USB stick.

Inform, coordinate, assist, promote

Here's the rule: the right person at the right time in the right place. Often, a sympathizer turns to the propagandist for advice. The questions cover the most varied topics: work, events, organized trips, various activities, mediation, etc. The Propagandist will also use his address book to send information, invitations to events, images and videos, etc.

Example: Question: "I would like to participate in an organized trip to Cuba. Please can you tell me who I should contact?" It is obvious that the propagandist has in his address book the name and address of the president of the local "Friends of Cuba" association and also the association's website, replying that he will be happy to contact President concerned on behalf of the questioner. Over time, the Propagandist will learn about the participants and the results of the trip.

Example: Question: "We are organizing a small study group on climate and environmental issues. Do you know any interested people?" It is obvious that the propagandist has in his address book the names and addresses of certain environmental activists, contact information that he will be happy to communicate to the applicant (with information to interested environmentalists). Of course, over time, the propagandist will check on these contacts and help organise and participate a little in the first activities, offering his advice and experience along the way.

Example: Question: "I'm getting some trouble at work. Can you help me?" The Propagandist, of course, has in his address book the names and addresses of some trade unionists, an association to help in case of harassment (mobbing) at the workplace, a specialized and reliable lawyer and an occupational doctor, as well as the address of certain websites where useful information is found, etc., not to mention informing the union. He will then inquire about the applicant's situation.

The propagandist will not miss the opportunity to create, or promote, study or working groups, by liaising with activists and/or qualified persons or by arranging a constituent assembly.

Often, the left is fragmented into small groups of activists with diverse political ideas. The propagandist will do his best to be accepted by all, to mediate on conflicts and to establish one-off contacts and collaborations between the different groups. Considering that unity is strength, he urges everyone to stand united at least in elections or on demonstrations. It can be recalled that in France (and not only France) several times, the left, although the majority, lost the presidential election because she presented herself divided.

Conflict management

When we talk about opinions, we often use the metaphor "a thousand heads, a thousand ideas". This means that the ideas on the table are often different and sometimes conflicting.

This can lead to friction usually resolved quickly or forgotten, but sometimes the differences are irreconcilable, with serious consequences, such as renunciation, resignation, splits, hatred, etc., acting as negative factors that weaken or hinder the group and send a negative image to the outside.

If we want to maintain the cohesion of the group/organization/party, it is good to resolve or at least manage these conflicts. This is where the propagandist can have a key role as a mediator.

It is important not to openly take a position on either side, or risk alienating the other group. In some cases, a mediator (*ombudsman*) may be proposed or requested, they may be the President of the Organization, an elderly member or a person widely respected by all.

Of course, the mediator must understand the problem well, have all the necessary information and listen to all parties involved. Everything must be discussed, and, in the end, a final declaration of goodwill signed by all must be drafted.

The technique of conflict management

We must bring the parties together and ask everyone for sincere and open cooperation.

The mediator must list/emphasize in detail all things (even small) accepted/shared by parties who disagree. The subject matter of the dispute must be dissected into all its components and sub-components and even then, it is necessary to find some common ground that can be accepted by all. At the end of the fiscal year, the dispute is reduced to a limited issue, or opinion.

It is obvious that on these points opinions are always different, but compared to what is shared and that unites, the differences are reduced to very little.

On these differences, it is easier to find a compromise. At this stage, a joint working group (of course led by the mediator) can eventually be set up to review the case and propose solutions.

It is obvious that the emphasis will be on the need to maintain peace, harmony and unity (unity is strength), the sense of responsibility of all will be called upon in the name of the cause, etc. We must not blame each other (we must rely on the good nature of all) and we should avoid sanctions such as expulsions, restrictions, exclusions etc, which can create resentment and prevent compromise. On the contrary, everyone should be able to come out with their heads held high, with the conviction that they have sacrificed something, yes, but, basically, it was done for the good of all.

The Mediator will then have to praise the goodwill and sense of responsibility and thank those who achieved the goal.

A small celebration of reconciliation will cement the newfound peace.

VIII. Conclusion

Dear Propagandists,

Thank you for your resistance so far.

Use and distribute this "Practical guide for the propagandist comrade" (as well as the other files on the site www.imparalavita.ch), because it is a very useful tool, the result of decades of work and experience in the field.

Best wishes to all the new and the old Propagandists.

Signed: your devoted comrade Propagandist

End of the brochure Give and receive. (smile, please)



The Propagandist's code of honor and solemn promise

I solemnly promise to always and only work to improve my and others' useful knowledge.

I solemnly promise to always and only work to instill hope in a better life based on justice, democracy, mutual aid, peaceful coexistence, respect for the environment.

I solemnly promise not to put my skills at the service of those who want to destroy mutual trust, those who want to sow discord, hatred, discrimination, nationalism, materialism, misleading ideologies, unfair exploitation, oppression and war, etc. or those who want to obtain undue advantages.

Bibliography

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Dario Robbiani I don't know if I explain myself

John Whitmore Coaching for performance Amazon

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