

Political Propaganda On The Internet: A Systematic Review

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ABSTRACT

The primary goal of this systematic review is to synthesize the empirical proof on how the Internet and social media may represent different dimensions of political Propaganda. In this systematic scientific review, the literature is carried from internet sources and the tenure of selected literature is between 2010-2022. Reference management system and text mining software used to select data for analysis. The researcher systematically examines 1251 research articles. All research studies portrayed the role of internet in shaping political propaganda. This research study also includes both research approaches quantitative and qualitative approaches, 408 research studies selected because all these research studies fulfill criteria of systematic review. Although, 202 research had been eligible for inclusion, with consideration to empirical research with qualitative and quantitative method. In this systematic review, 192 research studies screened while 112 researched studies selected on basis keyword "propaganda" used in name of article, abstract, and full text of article. 31 research studies data is added through Snowball technique. The methodological barriers of the reviewed research discussed, and suggestions made for destiny studies. The internet changes the manners of political use of propaganda and it helps in spreading political propaganda. The empirical findings illustrate that political propaganda in not new in political communication activities and it has a significance increase over time. This improvement requires and defines the functions of propaganda with the aid of using political tactics. Public Relations at this point stops and deliberate propaganda begins.

Keywords: Political, Propaganda, systematic Review, Persuasion, E-Democracy, Social Media, Public Relations.

1.1 Introduction

Internet is used globally through large range of political relationship to unfold thoughts and political stunts. Politician of Western democracies are using internet to propagate their thoughts for target results from their voters. Instead, internet perm¹its its contents for spreading of political propaganda. Politicians expedite voter toward political mobilization and political discussions (Lingel, 2020). Similarly, social media also attains its users on the same time and places propaganda through political excessive on the general public agenda. People, who control this mechanism of society, represent invisible authorities that are the actual ruling supremacy (Bremmer, & Keat, (2010). Politicians carrying out propaganda to

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cover their identification and more often do not address fans with the aim to change political attitudes. Many research findings reveal that researchers recommend types of political propaganda in three dimensions. Moral as opposed to unethical, mutual expertise as opposed to persuasion, and direct as opposed to oblique communication. Digital propaganda is harmful because it produces emotional responses, threats and attacks on political opponents, or spreads messages that create division among social groups in a community. There's also the deployment of bots by different political factions to promote their own agenda, manipulating public opinion on different social media platforms. These bots are used for performing specific tasks at a faster rate than humans which includes spreading misinformation repetitively.

Political propaganda described as direct persuasive communicative acts with the aid of unethical cause. The field of political communication has advanced a reasonably accurate expertise of political propaganda to persuade public opinion. Literally, propaganda and public relations are began simultaneously. Research work started on authoritarian propaganda in earlier phase of World War II. The political propaganda has become negatively while PR turned into perceived as accurate. Propaganda has mainly related to "unethical verbal exchange" while PR has defined as "moral verbal exchange" through political regimes (Smith, & Lasswell, 2015). However, how political propaganda evolves in the internet age, is even uncommon. After innovative progression, the appeal of propaganda has adjusted significantly from "verbal trade to broad communications". Internet utilized for "the strengthening of popular propaganda". Propaganda managed through "political actions and different political events are utilized for social control" (Patelis, 2001). Internet used to make political propaganda to achieve target results. While the number of studies on internet propagandistic is increasing (Cull, 1995). This notion analyzes the effect of the internet on the usage of political propaganda (Rogers, 2004). This systematic research contributes in field of Public Relations and political propaganda through describing and defining propaganda. This will also answer the questions of "how political party uses it in the internet through a systematic manner". Thus, beyond political propaganda, purpose is to address the connection of propaganda and PR in any respect (Korta, 2018). The increasing propaganda can lead to significant consequences including destabilizing the state's institutions, undermining democracy, and weakening the trust of the public in the democratic processes. There is a strong need for media literacy and setting up guidelines on whether the news is credible or not.

1.2 Difference between Persuasion and Propaganda

Politicians are using political propaganda to get maximum response from their voters. Many phrases and terms are used to describe propaganda. Propaganda is "a way of mass verbal exchange". It is used to govern the public through emotions. This is an important phrase in the definition of propaganda. Propaganda can be strained with the time although persuasion is not propaganda similarly there are moderate crucial variations of meanings (Haas, 1953). Persuasion is used to persuade a person for something. Propaganda manipulatively makes use of irrational and emotional appeals to persuade a person of something to achieve target. Propaganda always resembles a rhetorical approach. Political propaganda found everywhere and in any shape, people do not understand that specific content material is propaganda (Ohnson-Cartee, & Copeland, 2003). Within the context of the communication process alone, definitions vary depending on which element of the communication process is emphasized; the communicator, the message, the recipient or the response of the recipient. Sometimes, pre-existing attitudes color the definition as well. Added to this complication is the fact that propaganda and persuasion use the same media, whether it be art, television, radio, or the internet. Persuasion is an interaction between two individuals, for example a salesman and a prospective buyer, although the persuader can also be a group addressing an audience. On the other hand, a group trying to persuade an individual gives it an air of coercion, or at best is a form of propaganda. Propaganda is careful and organized spread of information or ideas meant to influence a person or group of persons to think or

act in a way that is beneficial mainly to the source of information, called the propagandist. Persuasion is any communication meant to influence people to think or act in one way or another.

1.3 Definition of Political Propaganda

Political propaganda is untruthful data and information, which used to spread false information. Political propaganda used through false and additionally misleading information. Political propaganda intentionally shared to angle understanding of individuals, might interpret an issue. Political propaganda has become more common in political contexts. Political propaganda refers to convinced efforts, supported by political parties, political groups, and politicians. In recent decades, political propaganda demonstrated in the form of political slogans. In recent scenario, political propaganda can seen in many forms like rewriting the history of nations, which taught in schools, to preventing the mass media (Aro, 2016). In democracies, political leaders in office must necessarily explain and justify their courses of action to a constituency. With persuasion, those in office pursue to reconcile the demands of various groups. Prime ministers, presidents, cabinet members, department heads, legislators, and other officeholders appeal to the people of nation in order to make a given line of policy widely understood and to seek popular acceptance of it.

1.4 History of Political Propaganda

Political parties have disclose political propaganda. About 2,000 years ago, Octavian started propaganda marketing campaign to spoil his rival Mark Anthony. Political propaganda appeared as great phenomenon in political communication, political advertising and political marketing. Its theoretical factors may lower back to historical times. Through the centuries, it is acknowledged sincerely as “mass political propaganda”. Political advertising and political marketing emerged as a “deliberate political entity” (Perloff, 1993). Although, it appears into mediate activities coupled with deliberate manipulation. The political propaganda suggests critical co-evolution with “the perception of management”. General Julius Caesar could show up in Rome after his fights in what could later arise as called Wins. Armed force marches ready to praise the accomplishments of the magnificent champion who have become Ruler (Baines, Etal., 2019). The Roman ritual turned into a framework of majestic postures. In Greece, politicians dedicated countless hours to work out their presents and convince their friends in the magnificent Greek Senate are an excellent instance of early political propaganda. The reality is that, without technology, political propaganda and political advertising neither could be social phenomenon (Ogilvie, 2005). Since the ancient civilization, “political propaganda and political advertising are connected to the development of temporal strategies and their potential governance” (O’Shaughnessy, 2004). In the ancient Asiatic civilization Athens was a great center of human culture, the masses of the people lived under dictatorships. There were no channels or methods for them to use in formulating or making known their feelings and wishes. The Greeks who made up the citizen class were conscious of their interests as a group. They are well informed on the problems and affairs of the city-state. Differences on religious and political matters gave rise to propaganda and counterpropaganda. Athenians however are lacking such media tools as the newspaper, the radio, and the movies, could use other powerful engines of propaganda to mold attitudes and opinions. The Greeks had games like the theater, the assembly, the law courts, and religious festivals. These gave opportunity for propagandizing ideas and beliefs. The Greek playwrights made use of the drama for their political, social, and moral teachings. Another effective instrument for putting forward points of view was oratory, in which the Greeks excelled. However, there were no printing presses, handwritten books were circulated in the Greek world in efforts to shape and control the opinions of men

1.5 Political Propaganda Today

Political propaganda is not new and inventive in any society. The largest distinction in modern political propaganda is not hidden, however it attains in large part of internet and

social media. Social media is spreading political propaganda with the aid of using sensationalist reporting. Political propaganda can attain greater humans' attraction quicker and effortlessly than ever before because of technological inventions (Kragelund, 1982). All political parties use political propaganda to attain attention of voters. Political propaganda manipulated the nation through their personal media outlets. They are capable to inject political propaganda through internet, giving it a fake shine of legitimacy. American president Donald Trump used social media and allied media groups like Fox News, CNN and leading print media to disclose his political propaganda. Although mainstream media played vital role in choosing political propaganda for disinformation (Baines, Etal., 2014). Misinformation is fake information and fake facts, which shared without "planned attempt to misinform its target audience". Peoples sharing facts also does not know to recognize it where it is used and shared. Disinformation has intense poor outcomes on democratic processes. Political propaganda in shape of disinformation is worst form of black propaganda.

1.6 Techniques of political propaganda

Eventually there are three main techniques of political propaganda used in political consequence. In political communication, the propagandists exploit these methods to make their political propaganda more compelling, effective, credible and better to achieve target results. These results based to change perception, political behavior and political attitude of voter.

1.6.1 Bandwagon Technique

Without believability and ease to access, the political propaganda cannot be useful and successful by sender. It is very important for political propagandists, that content material of political propaganda portrayed by propagandist be not seen as conspiracy theory. The bandwagon technique of propaganda helps propagandists to achieve maximum target audience. The audience is also required to support propagandist. Fundamentally, this technique is rationale with the target of voting for political party. Using bandwagon technique "the sender and receiver both are interested to do it simply because others do it".

1.6.2 Fear Technique

This propaganda technique is used most commonly from political leaders and propagandist to achieve target result from target audiences. Here the propagandist make "afraid of the alternative" to tend the sustenance his position. It is logical misconception. It is also known as "fear appeals" both appeals and techniques work on same pattern to achieve target results.

1.6.3 Technique of Big lie

It is also known as "rehashing and republishing same content of a specific story repeatedly". It becomes simpler and more frightened. Due to this notion and practice, the propagandists can persuade "individuals to accept a specific large untruth". The propagandist can utilize this repeatedly to legitimize further activity and target goals. Today, mainstream political parties have pushed their own large lie through mass media about political decision. Regime change narrative and Tabdeely slogan by politicians is an example of big lie by political leaders.

1.7 Social Media and Political Propaganda

With the emergence of social media, political propaganda boosted globally. Political activist intricate these stages as an option in contrast to conventional media. Characteristics of social media are free, simple, and modest. It additionally arrives at all wreckages of the public. The social media activist leaned to supporting political propaganda. Few strategies are utilized using internet for entertainment. These strategies help social media activists for the utilization of text and video messages by politicians, which help in spreading their message to improve believability and credibility of specific notions of politicians. Political propaganda is very common via online entertainment. If the political post on social media

is more sentimentalist, it gets more likes, more perused and shared by others using social media (Ullah, 2017). Social media also boosts energies, which helps in spreading political propaganda. Social media sites are increasing the growth of political propaganda. Social media frameworks got dishonor between administration and obligation in the public. However, during recent years, some of worldwide surveys figured out uniquely pattern. States and non-state actors were taking advantage of those frameworks to accomplish their personal stakes and targets. There might be a need to manage gaps in social media control at different levels. The main obligation of social media organizations is content material control. These contents are in control of content makers and they decide the fate of the substance material.

1.8 Framing Theory of Political Propaganda

Framing theory ensembles smartly into the “verbal exchange of political propaganda” using social media. Framing is a “way to pick out a few elements of deceptive truth”. This led them to extra salient in a speaking text to sell a selected definition, interpretation, ethical evaluation, and remedy recommendation (Entman 1993). When we develop priming, framing concept also contains theme relates to propaganda. The impact of framing is to assemble a social truth. Similar before internet media, electronic media can offer a crucial concept that gives an unfolding strip of events. The persuasive indicator indicates what debate is about the issue. In print and electronic media, framing a news story or content is in the hands of working journalists, press editors, publishers and producers. There is a clear link between framers and audiences. Social media dissolves this section because the humans referred as the target market and are concerned in the framing (Lindgren, 2021). Twitter & Facebook do not generate content material for users. Timelines of social media are deciding what facts are uncovered to set frames on social media. It is good and it permits humans to provide frames in news stories. Social media will increase the ability for deception and manipulation. When political propagandistic content material floods in our news feeds, it becomes aware of the genuine authors. The target market reaches at target material, which cause of the manipulation of content material. Framing concept is a beneficial for comparing disinformation on social media. Research may become aware of the unique supply of facts. This technique to studying disinformation on social media uses framing as a concept of media effects (Dalkir, & Katz, 2020).

2.1 Theory of Political Propaganda

Propaganda is conceived as control of attitudes and behavior by “means of the manipulation of symbols”. The phrase mindset occupied to intend behave in keeping with positive styles of assessment. The lifestyle of mindset is not always right away experience. However inference from symptoms that have a conventionalized worth. The styles, upon which this inference based, can be primitive motions. Those tools have trendy styles, which mean propaganda as an expression, which intently related to technical utilization in a set referred to as enormous symbols (Lasswell, 1927). The deliberative mindset is able for being separated from the propagandist mindset. Deliberation implies on look for answer of harassing trouble without a preference to prejudice a specific answer (McVicker, 2021). The propagandist may worried about how a particular answer suggested and placed over. The maximum diffused propaganda may intently resembles unbiased and deliberated. Interview is an in depth technique through the interviewer get right of entry to the person to become able to exploiting the ones Propaganda. Thus, war propaganda entails the enemy, the ally, and the neutral. It entails propagandist on each aspects and the help of positive regulations and institutions. It implies manage of attitudes in the direction of diverse types of participation. Political propaganda needs consequently encompass the social revolutionist as an item of hostility. All propaganda needs to conceive with enough scope (Springd, 1982).

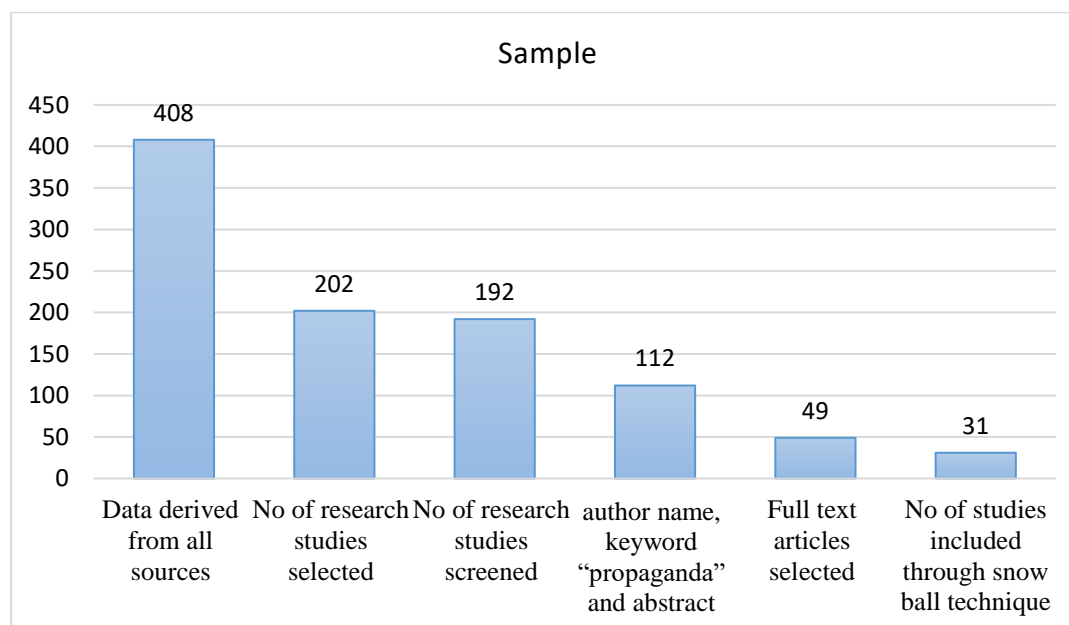
3.1 Methodology

This research study contributes the scientific method of a systematic literature review. Objectives of this systematic review are to gain conceptual characteristics of political

propaganda following understand the definition propaganda and selected phenomenon related to political propaganda. Systematic reviews assortment from conventional narrative critiques in numerous ways. Narrative critiques at the same time as informative, can frequently encompass detail of choice bias (Templier, & Paré, 2015). They also can be difficult at times, especially if comparable research have diverging outcomes and conclusions (Jesson, 2011). Systematic review generally contain an in depth complete idea and seek approach with the aim of decreasing bias. Systematic review encompasses a meta-analysis, which includes the usage of statistical strategies to synthesize the facts from numerous researches. In comparison to conventional speculation, that may provide us statistics approximately and statistical importance (Sussman, 2012). This method, in contrast to traditional literature reviews, employs a methodical search strategy, predefined inclusion and exclusion criteria, and content coding carried out by two reviewers to ensure a comprehensive specific research area. There are distinctive types of political communication depicted from internet concerned to political propaganda. Propaganda introduced with the aid of using political contents in an internet environment (Zhang, 2011). This research approach evaluates the scientific literature to conceptual insights into the traits of political propaganda. Scientific review is an increasing number used in the context of communication studies. Its principal gain lies in the systematic amalgamation and classification of top researches (Walsh, & Downe, 2005). Subsequently, it helps concentrates on fields with a creating amount of experimental exploration and hypothetical comprehensibility in the improvement of hypotheses. This method ensures assessment of the research area in use of a logical look for approach and coding of content material completed through research methods (Elo, et al., 2014). The outcomes of scientific literature are much accountable to individual biases and might consequently take into consideration.

3.1.1 Sample

Digital databases turned into complemented with the aid of using applicable books and the bibliographies of protected research. The researcher systematically derived data from all sources (n = 408) research articles overall and (n = 202) studies finally selected for research analysis. Although (n = 192) research studies meet criteria of our research, containing material related to internet in shaping political propaganda. Hundred and Ninety-one (n = 192) research had been eligible for inclusion of systematic review, with consideration to empirical research with qualitative method. Results of this study had restrained to name, summary, and keywords, assuming the primary standards of the studies following basic standard of systematic reviews. If a selection could not reached primarily based totally (n = 112) at the name and summary of the article, the overall textual content turned into acquired of this research study. Further detail of sample is as under.



1. Data derived from all sources (n = 408)
2. No of research studies selected (n = 202)
3. No of research studies screened (n = 192)
4. articles selected on the basis of author name, keyword “propaganda” and abstract (n = 112)
5. Full text articles selected (n = 49)
6. No of studies included through snow ball technique (n = 31)

3.1.2 Content analysis

Researcher extracted applicable information from research articles with the help of pretested coding scheme. Besides multiple formal coding methods, various content material variables coded to acquire complete traits of political propaganda portrayed on social media. Therefore, content material orientated on the formerly mentioned of internet propaganda. Formal modules insured in every research article like the name of authors, title and abstract through snowballing sampling technique. In term of content analysis, information is classified the rather examine method inclusive of “quantitative content material analysis, thematic or discourse analysis”. In many research articles, the definition of term political and propaganda found. Major sources of propaganda also included in selected research studies. Main terms of propaganda like propagandist, audience, channels, message, and receiver also elaborated in selected research studies. At the end, basic techniques of propaganda were accessed using primary techniques of scientific research. Types of propaganda like black white and gray were also found in literature review of selected studies.

3.2 Inclusion and Exclusion Criteria

Criteria for inclusion are as under:

1. The term “propaganda was stated in the title, abstract, or keywords” of the article and research paper being selected by researchers.
2. The definition of propaganda was stated in the abstract, literature and overall text of article and research paper,
3. The research paper was apprehensive with the types of propaganda and propagandist used this technique to influence voter.
4. It is very necessary that articles was selected where “the political propaganda was disseminated via social media” and
5. For data collection, empirical data collection methods were used like content analyses or surveys methods.

3.3 Data collection

All researcher draw the information for this review from different sources like, online research journals, various books and articles derived from internet. All selected data gathered through an incorporation framework, which gathers the information from the various sources and quickly stores it in a data set.

3.4 Coding of all studies

Researcher analyzed the studies both quantitatively and subjectively. For subjective examinations, researcher split all data into three classes for figuring out the job of media in political Propaganda.

3.5 Results

In this systematic review, many articles are based on surveys methodology and they predict assessment through quantitative methods. This example safeguarded all collections of researches from blended strategy for research. Majority of research article (87.41 %) are included with research question, hypothesis, research methodologies, and blended theory. All researches proposed on their research measures. There are some articles, which were

exceptional, and some studies are selected basis of their methods. (13.59) percent studies were those who were commented on limitations.

3.5.1 Definition of Political propaganda

In selected research articles, large numbers of articles (81.8%) are having definition of propaganda in their abstract, literature review and conceptual framework. Due to limitation of period i.e. (2015 to 2022) the selected studies was chosen randomly. Majority of research studies was having definition of propaganda in their abstract (53.2). Some research studies (22.01 %) explained propaganda definition in their literature review. (15.5 %) research articles defined propaganda in other chapters of research articles. There is no single definition of propaganda in selected research articles (Henderson, 1943). In every region and political context political propaganda definition is different according to political scenario. In most of the cases, political propaganda is used to influence target audiences to achieve target political goals.

3.5.2 Contexts of political propaganda

The foundations of political propaganda are determined in different contexts like political, religion and cultural aspects in any society. The political propaganda decides the political context wherein it takes place. Twenty-Nine (n = 29) articles of selected research studies are positioned in a political context for evaluation. Twenty-One (n = 21) of overall research studies pertains to local context. Here social media method took attitude focused on the relationship to Pakistani politics. Eighty-seven (n = 87) research studies positioned in the political arena. Thirty-Five (n = 35) research match into the class of political verbal exchange between political leaders and other top politicians. However, researcher observed that majority of studies tended towards quantitative methodology as compare to qualitative methodology (Henderson, (1943), Lasswell, (1927), Bartlett, (1942), Chapman, (2000).

3.5.3 Techniques of propaganda

There are almost seven techniques of propaganda. Using social media and internet, propagandist uses these techniques very frequently to achieve their political objectives. In selected articles there are (n = 22) research studies where techniques of propaganda are used. Bandwagon technique; fear technique and big lie technique is commonly used in political communication to influence voters' attitude and behavior. In selected material, (n = 2) research articles explained the bandwagon technique where voter blind trusts on propagandist (Rubin, 2022) followed by (n = 1) research article where big lie propaganda technique (Seyed Ali, 2017) is used to influence the voter. Although fear appeal is most common used (n = 17) by political propagandist to achieve target goals. These goals are to change perception, change behavior and to change attitude of voter toward political affiliation.

3.5.5 Sources of Political propaganda

A huge part of the articles (67.29 %) is concerned with verbal exchange of political notions portrayed by political leaders. These articles commonly investigated unique sender, Twenty-Four (n = 24) research focused on the usage of social media by political party. Thirty-Two (n = 32) research articles targeted on political establishments. In eighty-one (n = 81) research articles, the authors investigated methods of political propaganda using social media. Thus, maximum of the research on this systematic review targeted on political propaganda. Fifty-one (n = 51) studies explained different techniques of propaganda used by political leaders and their followers (Caldarelli, etal., (2020), Seo, & Ebrahim, (2016), Woolley, & Guilbeault, (2017).

3.5.5 Audiences of political propaganda

The masses of political propaganda reflect the political setting of propagandist because of the repetition of political influencer as commenter. The essential objective of political propaganda is to let down opponents through war of words (n = 22) and there are (n = 28) other studies which are focused on individuals indirect response estimating interest in

political propaganda. The political campaigns and corner meetings are core objective of political propaganda in (n = 31) research studies. If we look at international research papers, the popularity of political propaganda is focusing on political speeches portrayed by political leaders using social media (n = 46). Comparison of social and electronic media portrays that the mainstream media is less focused on propaganda contents as compare to social media by its audience (n = 132). This variable acknowledges that users of social media avoid mainstream media straightforwardly for the sake of propaganda. Voters (n = 13) and political activists (n = 26) are targeted through political propaganda to achieve target result using social media. Therefore, this point can assume that social media activists are directly influencing through political propaganda. Some of (n = 7) research studies used different propaganda techniques on its audiences to check direct influence of political propaganda on voters to achieve the objectives of propaganda (Seidman, S. A. (2008), Bayer, et al., (2019), Baines, et al., (2010), OJO, et al, (2015).

3.5.6 Political propaganda and social media

Some researchers of the selected primary studies used diverse media to put analysis of their research outcomes. Researcher explored different media for their assessment of propaganda. Using social media most regularly, Tweets related studies were (n = 15) and text material research articles were (n = 17) where data was systematically analyzed and followed by Facebook posts, (n = 26) audios (n = 11) and pictures (n = 9) have been assessed. Some of the selected research articles were having several mechanisms of assessment. Exploring research question how the political propaganda of political component progressed during election time, none of the research article researched on images, music, and web applications.

3.5.7 Political propaganda and internet

Official political sites (n = 13) and Twitter (n = 7) have been the most generally explored channels of internet political propaganda. Online papers (n = 5) and Facebook (n = 14) have been broadly used as communication channels. Three researches (n = 3) based on data from YouTube, (n = 7) focused on on-line discourse gatherings, and one (n = 1) on Web radio. Thus, political sites are the essential designs of social activities to tell and aggregate individuals. Political sites and channels that license for direct verbal trade with capacity individuals and it is sensibly simple for researchers to acquire Twitter information.

3.5.8 Purpose of political propaganda

The main purpose of political propaganda using internet become to alternate the behavior of user (n = 27). Majority of research articles was aiming (47.8 %) for behavioral change of voter and implementing political ideology of sender. Political propaganda is turning into political goal through influencing voter behavior. Over (9.2 %) research studies explained the notions of political legitimacy and stressed the power to maintain the popularity of politicians followed by (n = 6) research studies who claimed internet political propaganda as agent of political movements during election campaigns. Additionally, the purpose of political propaganda is to change behavior and political attitude of voter. Main purpose of propagandists is to contextualize political polarization and status quo of party. To conclude, empirical research shows that political propaganda can purpose to communicate between politicians and voters.

3.5.9 Types of political propaganda

Many research studies explained types of propaganda. (n = 39) research article referred to distinguish between different types of propaganda i.e. black, white, and gray propaganda. (n = 14) researches explains traits of gray propaganda. In gray propaganda, the characteristics are untruthful information, lie and fake news. White propaganda also used in selected research studies, (n = 6) research studies also explained the characteristics of white propaganda where identified source is used to disseminate propaganda to influence its audience to achieve target goals. Even so, various articles have been concerned with

white propaganda. Some (n = 13) research studies focused on black propaganda. Black propaganda used to compare verbal information, which is untruthful, lies, inauthentic information, and false news. As compare to black propaganda, there are less focused research studies on the traits of gray and white propaganda.

4.1 Discussion

Internet changes the technique and process of dissemination of political propaganda. Characteristics of internet ease to use, low costs, and easy available at 24/7 basis. All forms of artificial and fake news stories can be disseminate through internet easily with no check and balance from sender and receiver end. Internet is used to reach target audience at single moment, even on same time for portraying of all types of propaganda. Therefore, political propaganda differences from simple propaganda because of media channels, structures, specific audiences and works. Initially, internet and social media provide free environment to express, despite the fact and these facts are free from biasness. Social media networks like Twitter and Facebook are used as strong medium for political propaganda. These plate forms are having less gatekeeping and checking on its contents and material. Unfiltered content material delivered free on these platforms. Resultantly, these frameworks do not maintain their believability. All the same, audience might tricked and fascinated by those mediums. These systems additionally permit video and audio material on internet and white political propaganda is disseminated through these medium. The content material is regularly selective and does not offer the complete picture of issue. Target audience cannot examine the truthfulness of the published material.

Contents of internet permit unclassified political data, which contain material of white and gray propaganda because there is lack of gatekeeping on this medium. Gray propaganda keeps substantially in political environment. Although, with those fundamentals, the internet users completely compelled from political propaganda. Political sites require extreme subjective audience to influence by political propaganda. Similarly, due to issues of social media networking, gray propaganda is used to expose false information and to blame opponent. Contemporary to other hand, content material of internet is accessible to everybody. In terms of counter propaganda, the greater part of the researches on this systematic review selected on basis of political circumstances. Politically campaigns are feasible to generate political propaganda on social sites and platforms. Propaganda objectives are different from traditional propaganda. Political propaganda works against social norms, and used to change general assessment to achieve target goals. Political propaganda and traditional propaganda both used to change attitude of voter. Therefore, despite the fact that the elements of political propaganda are various, they summed up in different types. Consequently, the internet has changed the effectiveness of political propaganda due to its characteristics. Political propaganda is misleading data that is circulated to inflict any kind of political reason. It is bogus or misdirecting information, which is purposely shared to angle comprehension. Individuals might interpret an issue and advance a reason. Political propaganda is so predominant via web-based entertainment stages. The more sentimentalist a post is, the more probable it is perused and shared by others using social media platforms. This drives income to the stage while it helps spread the propaganda. So most would agree that online entertainment have been complicit in the development and spread of political propaganda. Propagandist attempt to introduce different sides of an issue the reason for questioning as well as the justification for accepting the articulations they make, and the disservices as well as the benefits of each possible strategy. It should be noted that few disseminators of political propaganda might view themselves and may accept that they are expressing the flawless truth.

5.1 Limitations of study

Topic of this research study is very difficult to limit because of its importance. We incorporated an informative subject of internet political propaganda with the guide of utilizing political sources. Researcher chose to deliberately combine and analyze political propaganda instead of exploring propaganda. We are aiming to offer a top-level view of political propaganda using data from all disciplines and context. However, this research

field is biased and concerning with different disciplines and field of researches. It is further added that every subject have distinctive conceptual strategies and standards, this is also motive of this systematic review. At the time of accomplishing systematic review, we all researcher selected to apply different strings to seek excessive to make sure that maximum researches related to political propaganda are not captured. General variety of political propaganda is not yet appeared in this systematic review. Although researchers of this systematic review of political propaganda has tried their best to cover all subject topic. The audience of propaganda had been nearly in no way explicated. Besides, every subject has unmistakable methodologies and announcing guidelines. Consequently, researchers coded all articles simultaneously. Every dissected articles focused at the substance material of political propaganda from the point of the source.

5.2 Conclusion

Propaganda normally imagined as clear and true. The paradigmatic actions through internet can create new opportunities for propagandist. Although through different method propagandist can flow direct message with their target audience especially youth. Because of the reality, political propaganda can expended without difficulty. Political propaganda portrayed because of the direct convincing by different means of methods. Top research studies features that the internet factors spread most extreme frequently white propaganda. The media dissembled through means of motions straightforwardly. Propaganda's audiences are engaged with reviews without concealing the authentic reasons. Political propaganda is covering the true explanation and ideology of the propagandist. However, some audiences believe that political propaganda can increased through different means of communication used at same time to achieve voter intention. Political propaganda consequences on behavior and attitude change and it may control mindset of voter. Future research studies could provide explanatory strategies completed through different method of propaganda strategies. Fundamentally, it would be energizing to perceive propaganda as degree of believability. With respect to different types of political propaganda, various varieties of political message should investigated to plan the variety of different research procedures using internet.

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