



WHAT IS “SLOPAGANDA”?

WHAT IS PROPAGANDA?

Propaganda is information designed to **strongly influence people's** opinions or emotions. It is often used during wars, elections, or major political events.

Propaganda can:

- make one side **look heroic**
- make another side **look weak or dangerous**
- **simplify** complicated issues
- encourage people to **support a cause or leader**

WHAT IS AI SLOP?

AI slop is fast-made AI-generated content that is **designed to grab attention online**.

- It is often **emotional, exaggerated, weird, funny, or highly shareable**.

WHAT IS SLOPAGANDA?

Slopaganda is **AI-generated propaganda** that spreads online through **memes, music, videos, and images**.

It often uses:

- humour
- catchy music
- famous characters
- dramatic visuals
- strong emotions

...to **make political messages spread quickly online**.

CONFLICT CONTEXT

- Right now, the governments of the United States and Iran are in conflict.
- As well as fighting and political disagreements, people online are also competing for attention and support.
- Iran's government has been criticised internationally for restrictions on freedoms and harsh treatment of protesters.
- The US President has promised a swift end to the conflict and lower living costs, but many Americans are frustrated by rising prices for things like fuel and food.
- A proposed new White House ballroom has also caused debate online. Trump says private donors would pay for it, while critics argue taxpayers may still help cover related costs.
- Online creators are turning these political arguments into memes, songs, videos, and AI-generated images designed to spread quickly online.



SLOPAGANDA

SPOT THE SLOPAGANDA



This AI-generated image shows Donald Trump as a glowing, heroic figure helping injured people.



https://www.youtube.com/watch?v=1P40_YCg324



These images come from an AI-generated music video using LEGO-style characters and rock music. The video jokes about:

- Donald Trump
- money
- taxpayer spending
- the White House ballroom project.

SLOPAGANDA TECHNIQUES

1. Tick the techniques you can spot in the images and video.

- Humour
- Catchy music
- Hero imagery
- Familiar characters
- Emotional language
- Simplifying a complicated issue
- "Us vs Them" thinking
- Repetition
- Dramatic visuals
- AI-generated images
- Turning politics into entertainment
- Making someone look powerful or weak



THINK LIKE A NEWSHOUND

2. Fill in the blanks using the words in the box to complete the sentences about slopaganda.

viral	influence	AI	emotions
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- a) Slopaganda often uses strong _____ to affect how people feel.
- b) Many slopaganda images are created using _____.
- c) Slopaganda is designed to _____ opinions.
- d) Funny online videos can spread quickly and become _____.



3. Talk with a partner or your class and discuss these questions:

- a) Why might funny videos spread faster than political speeches online?
- b) Why would creators choose LEGO-style characters instead of real people?
- c) What emotions does the "hero" image try to create?

4. Dive a bit deeper with these questions. Your teacher might ask you to write your answers and then share them.

- a) Can slopaganda still be dangerous if it makes people laugh? Explain your thinking.
- b) Should people have to label AI-generated political content online? Why or why not?

5. Create a slopaganda warning label.

Design a warning label, icon, or checklist that could help people recognise slopaganda online.

Your warning label could include:

- symbols
- colours
- slogans
- or questions people should ask before sharing content online.

