

S	Source Analysis: What is the real source?
	1. Authority: _____ _____
	2. Authenticity and credibility: _____ _____
	3. Type: White _____ Gray _____ Black _____
C	Content Analysis: What does the propaganda tell about?
	1. Morale: _____ _____
	2. Involuntary information: _____ _____
	3. Biographic information: _____ _____
	4. Economic data: _____ _____
	5. Propaganda inconsistencies: _____ _____
	6. Geographic information: _____ _____
	7. Intentions: _____ _____
A	Audience Analysis: Who is the audience? What are its characteristics (location, size, importance, and political, religious, economic, and ethnic influences)?
	1. Apparent audience: _____ _____
	2. Ultimate audience: _____ _____
	3. Intermediate audience: _____ _____
	4. Unintended audience: _____ _____

Figure 12-1. Sample of propaganda analysis (SCAME formula).

M

Media Analysis: What media are used and why?

1. Type: Radio _____ TV _____ Posters _____ Leaflets _____
Magazine _____ Newspapers _____ Other _____

2. Frequency: _____

3. Reason: _____

E

Effects Analysis: What impact is this propaganda having?

1. Methods used in analysis: _____

2. Indications of effects: What events appear to be a result of the propaganda efforts? _____

Conclusions: _____

Apparent theme or desired results: _____

Recommended action: _____

Action taken: _____

Analyst's name: _____ Unit: _____ Date: _____

(Attach all examples.)

Figure 12-1. Sample of propaganda analysis (SCAME formula)(continued).