



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE
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MAR 10 2009

PUBLIC AFFAIRS

MEMORANDUM FOR OFFICE OF THE SECRETARY OF DEFENSE, OSD FOCAL POINT
FOR STANDARDIZATION OF MILITARY AND ASSOCIATED
TERMINOLOGY (ESD/DD)

SUBJECT: Recommendation for Changes to the "DOD Dictionary of Military and Associated
Terms" (JP 1-02)

The following changes are recommended for JP 1-02:

a. Change: **propaganda** – ~~Any form of communication in support of national objectives designed to influence the opinions, emotions, attitudes, or behavior of any group in order to benefit the sponsor, either directly or indirectly.~~ 1. The systematic propagation of information, ideas, or rumors reflecting the views and interests of those advocating a doctrine or cause, deliberately spread for the purpose of helping or injuring an institution, movement, or person. 2. The material disseminated as part of such an effort. Propaganda is designed for political effect and selects information with little concern for truth or context. In common usage "propaganda" implies misrepresentation, disinformation, and the creation of ambiguity through omission of critical details. Communication activities designed to educate, persuade or influence do not, by themselves, constitute propaganda. See also **black propaganda; grey propaganda; white propaganda.**

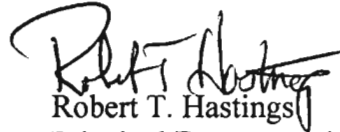
Reason: This recommended change is intended to bring what is currently an overly broad denotation of propaganda into congruence with its common usage and negative connotation. It also seeks to protect reasonable and truthful efforts to persuade and influence from being misinterpreted or misrepresented as propaganda.

b. Change: **strategic communication** – ~~Focused United States Government processes and efforts to understand and engage key audiences to create, strengthen, or preserve conditions favorable for the advancement of United States Government to advance national interests, policies, and strategic objectives through the use of coordinated by coordinating actions and information programs, plans, themes, messages, and products actions synchronized with the actions of all instruments other elements of national power.~~ Strategic communication is addressed throughout the planning process at all levels—from tactical to strategic—and aligns regional or functional end states with broader policy goals.



Reason: This recommended change reinforces the concept of strategic communication as described in the 2008 Guidance for the Employment of the Force, updates the former definition by streamlining language from the 2006 QDR, and eliminates the USG-level focus.

Point of contact for this action is Maj. Matt Morgan, USMC (matthew.morgan@osd.mil).

A handwritten signature in black ink, appearing to read "Robert T. Hastings". The signature is stylized with a large initial "R" and a long horizontal stroke.

Robert T. Hastings
Principal Deputy Assistant Secretary
of Defense for Public Affairs