

HUBBARD COMMUNICATIONS OFFICE
Saint Hill Manor, East Grinstead, Sussex

HCO POLICY LETTER OF 5 OCTOBER 1971

Remimeo
Gdn Office

PR Series 12

PROPAGANDA BY REDEFINITION OF WORDS

The trick is—**WORDS ARE REDEFINED TO MEAN SOMETHING ELSE TO THE ADVANTAGE OF THE PROPAGANDIST.**

Given enough repetition of the redefinition, public opinion can be altered by altering the meaning of a word.

The technique is good or bad depending on the ultimate objective of the propagandist.

“Psychiatry” and “psychiatrist” are easily redefined to mean “an antisocial enemy of the people.” This takes the kill-crazy psychiatrist off the preferred list of professions. This is a good use of the technique as for a century the psychiatrist has been setting an all-time record for inhumanity to Man.

The redefinition of words is done by associating different emotions and symbols with the word than were intended.

Out of this we can redefine modern psychology as a German military system used to condition men for war and subsidized in American and other universities at the time the government was having trouble with the draft. A reasonable discourse on why “they” had to push psychology would of course be a way of redefining an already redefined word, “psychology.”

The way to redefine a word is to get the new *definition* repeated as often as possible.

Thus it is necessary to redefine medicine, psychiatry and psychology downward and define Dianetics and Scientology upwards.

This, so far as words are concerned, is the public-opinion battle for belief in *your* definitions, and not those of the opposition.

A consistent, repeated effort is the key to any success with this technique of propaganda.

One must know how to do it.

L. RON HUBBARD
Founder