

Propaganda Wars

Overview & Learning Objectives — for MBA / PGDM programs in India

OVERVIEW

Propaganda Wars is a newsroom simulation for management students. Playing the incoming editor of *The Jaipuria Times*, learners face a rival broadsheet that publishes manipulative editorials on business, policy, and sustainability topics. Across three editions, students detect the manipulation techniques in play, then compose a counter-editorial that rebuts the argument on evidence and reasoning — not slogans.

Each edition is generated live from the student's own choices — career focus, industries, and two ideology probes on the role of markets and the role of the individual. Every session is tuned to the learner and no two editorials are identical. All cases are fictional; the simulation never comments on real politics, religion, or public figures.

Students are scored on a 10-mark rubric — **Depth of Engagement (/5)** and **Clarity & Insight (/5)**. Grading uses the **best of the last 3 attempts**. Faculty see attempts, best score, and AI-assisted qualitative feedback on a live dashboard.

SUBJECT MAPPING • BUSINESS COMMUNICATION & MEDIA LITERACY

The simulation is designed as an applied module inside a Business Communication or Media Literacy course in a two-year MBA / PGDM programme. It slots naturally into units on persuasive writing, audience analysis, framing, and source evaluation, and can be cross-listed in CSR / Sustainability electives because every case is anchored to a UN Sustainable Development Goal.

LEARNING OBJECTIVES

By playing Propaganda Wars, students can:

1. Identify the four core propaganda techniques — Bias Injection, Evidence Manipulation, Repetition, and Targeting — inside real-looking editorial writing.
2. Read persuasive business and policy commentary critically, separating verifiable evidence from loaded framing, cherry-picked statistics, and emotional appeals.
3. Compose a clear, structured counter-editorial that directly rebuts a manipulative argument using evidence, tone control, and precise language.
4. Apply frameworks from Business Communication & Media Literacy — audience analysis, framing, source credibility, and rhetorical structure — under time pressure.
5. Reflect on how personal ideological instincts (market vs. state, individual vs. collective) shape susceptibility to propaganda in professional contexts.
6. Practise responsible communication aligned with the UN Sustainable Development Goals (SDGs) across industries such as finance, marketing, HR, operations, and technology.

SUGGESTED SESSION PLAN • 90 MINUTES

0 – 10 min	Faculty intro: what propaganda looks like in business writing. Reveal the BERT framework.
10 – 55 min	Students play up to three editions — read, detect techniques, write counter-editorial.
55 – 75 min	Newsroom debrief: faculty pulls the dashboard; discuss best counter-editorials and blind spots.
75 – 90 min	Reflection: link back to Business Communication learning outcomes and SDG context.

Prerequisites: none. Class size: 20 – 80. Devices: 1 laptop per student. Duration: single 90-min class, or 2 × 45-min blocks.

INCLUDED MATERIALS

Student Playbook

How to play, scoring rules, integrity policy.

Faculty Playbook (confidential)	Facilitator notes, dashboard walkthrough — faculty only.
Mechanism Handbook (confidential)	Full mechanism, editorial roles, classroom rules.
Live Simulation	https://pwars.tryrehearsal.ai/

The Jaipuria Times · Propaganda Wars · <https://pwars.tryrehearsal.ai/> · Support: ailabs@jaipuria.ac.in