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Peace and Progress; The Issue of Civilian Casualties; 3.3. Blame for Air Strikes, 2009-2010 Comparison; 3.4. Acceptability of Air Strikes, 2009-2010 Comparison; 3.5. Afghan Poll Rating U.S. Work, 2005-2010; 3.6. Leaflet Emphasizing a Coalition/Afghan Partnership; Handshake Leaflets and Posters; 3.7. Leaflet Emphasizing U.S.-Afghan Friendship; American and Afghan Families Juxtaposed; 3.8. Leaflet Showing Peace and Prosperity as a Result of a New Regime Good Times Have Returned to Afghanistan; 3.9. Leaflet Emphasizing Peace and Friendship; Peace and Friendship; 3.10. Afghan Opinions on the Direction of Their Country, 2004-2010; 3.1. What Are the Foreigners Fighting For?; 3.11. Popular View of Military Operations; 3.12. Popular View of the Offensive Against the Taliban; 3.2. Popular Views of Military Operations; Al-Qai'da and the Taliban Are Enemies of the Afghan People; 3.3. Popular View of the Offensive Against the Taliban; 3.13. Afghan Polls, 2005-2010: Biggest Danger to Afghanistan Multimedia Products Disseminating the Message That the Actions of al-Qai'da and Taliban Terrorists Are Un-Islamic; Taliban Injustices and Atrocities; 3.14. Leaflet Showing Taliban Abuse of Women; Leaflets Threatening Specific Taliban Leaders; 3.15. Leaflet Showing the Impending-Demise Theme; Anti-Taliban Leaflets on Terrorist Training Camps; Monetary Rewards Are Offered for the Capture of al-Qai'da and Taliban Leaders; 3.16. Popular Views of Taliban Recruitment and Status; 3.17. Leaflet Advertising a Reward for Osama bin Laden's Capture; Reward for Capture of Terrorist Leaders; 3.18. Matchbook Cover Offering a Reward for Help Capturing or Prosecuting Osama bin Laden

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Sommario/riassunto

The U.S. Marine Corps, which has long recognized the importance of influencing the civilian population in a counterinsurgency environment, requested an evaluation of the effectiveness of the psychological operations element of U.S. military information operations in Afghanistan from 2001 to 2010 based on how well messages and themes were tailored to target audiences. This monograph responds to that request.

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