Propaganda Techniques

Directions: Read the information about the propaganda techniques listed below. There are several others you may research online as well.

A. Find examples for five of the techniques in the media (newspaper, T.V. commercials, magazines)
B. Explain the commercial or cut out/print the advertisement
C. Label which technique it represents
D. Describe how the technique(s) is used and why it is or is not effective.
E. This assignment is worth 50 points, 10 points for each example

1. **Testimonial** - endorsement; using expert or celebrity status to lend credibility to the statement.
2. **Card-Stacking** - presenting facts and statistics heavily weighted to one point of view.
3. **Bandwagon** - appealing to the idea that the great majority of people adhere to a certain point of view.
4. **Glittering generalities** - using catchy phrases but avoiding specific elements of the issue.
5. **Name Calling** - diverting attention to the issue by attacking the opposition.
6. **Plain Folks** - Characterizing oneself as representing the average American.
7. **Diversion** - drawing attention away from the issue through jokes, emotional appeals, or unrelated anecdotes.
8. **Confusion** - making a speech complex with big words, fancy statistics, long lists of facts, and other techniques to confuse or bore the listener.
9. **Repetition** - repeating slogans or facts over and over.
10. **Transfer** - projects certain qualities (this can either be positive or negative) of a person, ideology or object to other things and people.
You make the PROPAGANDA!!

Directions: Create a piece of propaganda! This can be shown to the class, read to the class, or described to the class. You may use any of the techniques described in the previous assignment.

What can I do to show this? Well...how about...

1. poster/billboard/bulletin board
2. advertisement found in a magazine or newspaper
3. speech
4. TV or radio commercial
5. other form of media such as
   a. website
   b. PSA video
   c. podcast
6. others?

This assignment is worth 50 points and will be graded on the effectiveness of your propaganda and following one or more of the propaganda techniques. Follow the rubric for how you will be assessed.

This is due on ______________________________.