

## Propaganda (Persuasive Devices) At a Glance

Propaganda: the use of a variety of \_\_\_\_\_ techniques in \_\_\_\_\_ or \_\_\_\_\_ that create an emotional appeal to accept a particular belief or opinion, to adopt a certain behavior or to perform a particular action. There is some disagreement about whether all persuasive communication is propagandistic or whether the propaganda label can only be applied to dishonest messages.

Type	Description	Example	Your Commercial/TV Example
	Suggestion to think or act as others do	<i>An ad states that "everyone is rushing down to their Ford dealer"</i>	
	Words with positive or negative connotations that stir readers	<i>Words like 'luxury', 'paradise' are used to evoke certain feelings in the minds of the people.</i>	
	a public figure or a celebrity promotes or endorses a product, a policy, or a political candidate	<i>an athlete appears on the Wheaties box; an actor speaks at a political rally</i>	
	Giving a person or an idea a bad label by using an easy to remember negative name or symbol. It is often stereotyping. Direct name-calling is a direct attack on an opponent, or it may employ indirect sarcasm.	<i>"Tree-Hugger", "Nazi", "Liberal"</i>	
	An attempt to convince the audience that a prominent person and his ideas are "of the people."	<i>a prominent politician eats at McDonald's; an actress is photographed shopping for groceries</i>	
	Average results are reported, but not the amount of variation around the averages. A percent or fraction is presented, but not the sample size. (an unrepresentative population has been taken for a survey, but presented as a total population) Graphs are used that, by chopping off part of the scale or using unusual units or no scale, distort the appearance of the result.	<i>an announcement that says 68% of the students in a school are overweight when only 13 out of the 19 sampled were</i>	

	a device by which the ad links the authority or prestige of something well respected and revered; similar to an allusion or symbolism	<i>A political activist closes her speech with a prayer</i>	
	Advertisers stress is positive qualities and ignore negative. It gives us only part of the picture	<i>For example, if a brand of snack food is loaded with sugar (and calories), the commercial may boast that the product is low in fat, which leaves out the other "negative" info</i>	

Word Bank: testimonial, transfer, bandwagon, loaded words, card-stacking, misuse of statistics, name-calling, plain folks,

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**Answers for this worksheet are in the PPT. It follows directly along with this worksheet.**

**Thanks for shopping my store!**