

PROPAGANDA

- Deliberately false or misleading information that supports a political cause or the interest of those in power.
- Seeks to change the way people understand an issue or situation, for the purpose of changing their actions and expectations
- Can take the form of:
 - Leaflets
 - Posters
 - Television broadcasts or Radio Broadcasts

Source: SourceWatch

<http://www.sourcewatch.org/index.php?title=Propaganda>

Propaganda Is a Mighty Weapon in War!

- Its aim is to dehumanize the enemy and create hatred against a certain group
- Play on the public's fear of the enemy
- Have democratic appeal, could be made by anyone, could be seen by all
- Ideal for expressing American war aims: why we fight, what we fight for.



Examples of Propaganda



Mrs. Lewis
Daily

Morning

Call.

SAN FRANCISCO, MONDAY MORNING, MAY 1, 1876.

HOUSES TO LET—CONTINUED.
 HOUSE TO LET. SINGLE ROOMS. N. E. ...
 TWO SMALL DWELLINGS TO LET. ...
 1120 ...
 TO LET. A ...
 TO LET. A ...
 TO LET. A ...

CITY REAL ESTATE.
MADISON, BURKE & CO.,
 CORNER ...
REAL ESTATE LIST
NOTICE
 PARTIES ...

DRY GOODS.

SOCIAL GOSSIP.
Picnics and Parties Last Week.
 The "Lille Sisters" ... and ...

...
 ...
 ...
 ...
 ...

TYPES OF PROPAGANDA

...
 ...
 ...
 ...
 ...

...
 ...
 ...
 ...
 ...

& CO.
SILK Department!
 WE WILL SHOW DURING THIS WEEK
BLACK,
PLAIN COLORED,
AND FANCY SILKS.
 Much Below their Present Value.
BLACK GROS GRAIN SILK.
 AT \$1 Per Yard

...
 ...
 ...
 ...
 ...

...
 ...
 ...
 ...
 ...

WHY do you need to know this?

- To **prevent** yourself from being **manipulated** by candidates, companies, etc. and promotes **CRITICAL THINKING**.
- You can use these techniques for persuasion yourself. Propaganda **CAN** be used for **positive means too**.
- Needed to know for projects, quizzes, and tests.

Bandwagon

- Theme -“Everyone else is doing it, and so should you.”
- This technique works because no one wants to be left out of what is a perceived to be the popular trend.



Plain Folks

- “Common man” / just like you 😊
- The candidate or cause that is being promoted attempts to reflect the common sense of the people
- Uses ordinary language and mannerisms



Testimonial



- Celebrity endorsement of a philosophy, brand, movement, or candidate
- The most common misuse of a testimonial involves citing individuals who are not qualified to make judgments about a specific issue

CHECK for UNDERSTANDING

Everyone is going to homecoming.

A) Bandwagon

B) Plain Folks

C) Testimonial

- A) BANDWAGON

“everyone is going...”

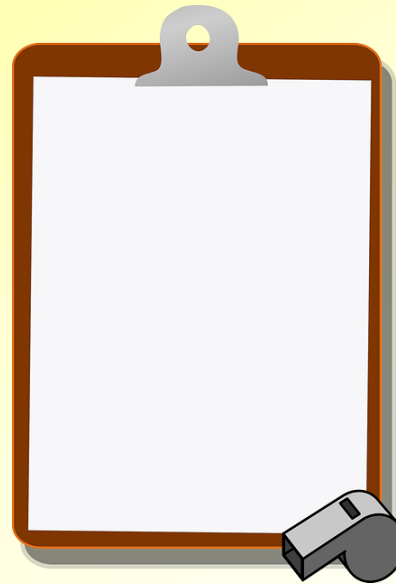


CHECK for UNDERSTANDING

Coach Mc Carthy recommends Cellcom

- A) Bandwagon
- B) Plain Folks
- C) Testimonial

C) Testimonial



CHECK for UNDERSTANDING

- A multi-millionaire country singer sings about driving around in his broken down pick up truck.

A) Bandwagon

B) Plain Folks

C) Testimonial

B) Plain Folks

They act relatable. I'm just like you.



Time to learn some **MORE** propaganda techniques.

Transfer

- Employs the use of symbols, quotes, or images of famous people to convey a message not necessarily associated with them.
- Uses images that stir emotions
 - Religion
 - Science
 - Medicine
- They want the positive feeling you have about the image to TRANSFER onto them.



Glittering Generalities

- A generally accepted virtue is used to stir favorable emotions.
- Seeks to make us approve and accept without examine the evidence.



Examples of virtue words:

- ❖ Christianity
- ❖ Good
- ❖ Proper
- ❖ Right
- ❖ Democracy
- ❖ Patriotism
- ❖ Motherhood
- ❖ Fatherhood
- ❖ Science
- ❖ Medicine
- ❖ Health
- ❖ Love

Hint:

Glittering Generalities focuses
on **WORDS**.

TRANSFER focuses on IMAGES.

BOTH are **POSITIVE**



The politician got his pictures for his brochure taken by **a flag, a stream, and a church.**

A) Logical Fallacy

B) Fear

C) Transfer

C) Transfer

He wants the positive feelings we have for a church, flag, and stream to “transfer” onto him.



The United States is a country known for **freedom, liberty, and justice.**

A) Glittering Generalities

B) Transfer

C) Logical Fallacy

A) Glittering Generalities

Positive emotional words:
freedom, liberty, and justice



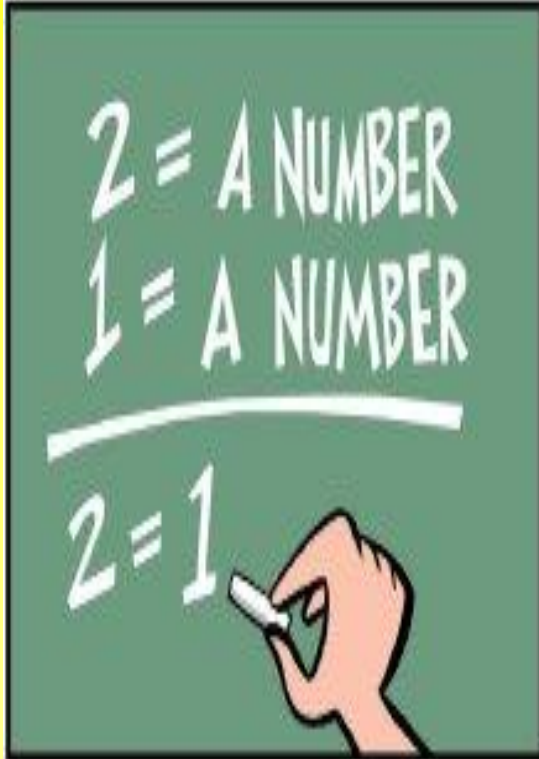
F E A R

4 Elements of a Successful Fear Appeal

1. Uses threats
2. Makes a specific recommendation about how the audience should behave
3. Audience must feel that the recommendation will be effective in addressing the threat
4. Audience must feel that they are not powerless and capable of performing the recommended behavior.



Logical Fallacies



- Process of drawing a conclusion from one or more premises.
- Tendency to make huge predictions about the future on the basis of a few small facts
- Can be true or false

Example

Premise 1: Mrs. Kaminski got a speeding ticket.

Premise 2: Miss Motl got in a fender-bender.

Conclusion: Teachers are bad drivers.

Name-Calling

- Opposite of Glittering Generalities
- Links a person or idea to a negative symbol
- Can be obvious or subtle (*involves words or phrases that are selected because they possess a negative emotional charge*)

T		C				F		
R		O	A	F		A		C
A		W				S		R
I		A				C		E
T	E	R	R	O	R	I	S	T
O		D				S		I
R				N	U	T		N

My cousin was bit by a dog, and my neighbor was bit by a dog. Therefore, it is clear that dogs are dangerous animals!

A) Transfer

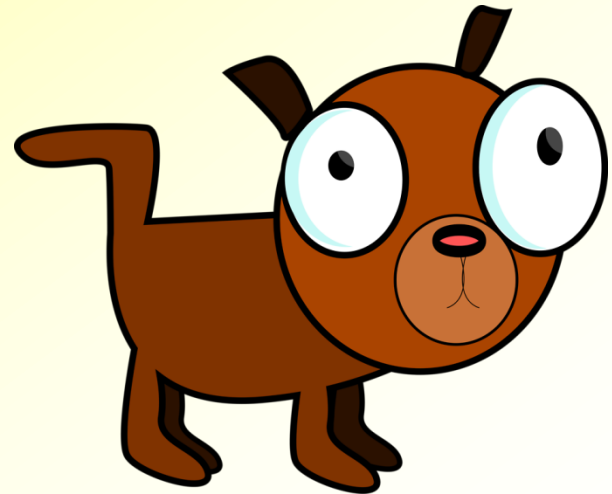
B) Plain Folks

C) Logical Fallacy

D) Glittering Generalities

C) Logical Fallacy

Overgeneralization: “all dogs must be generalization”



Public service announcement: Click it or ticket!

A) Transfer

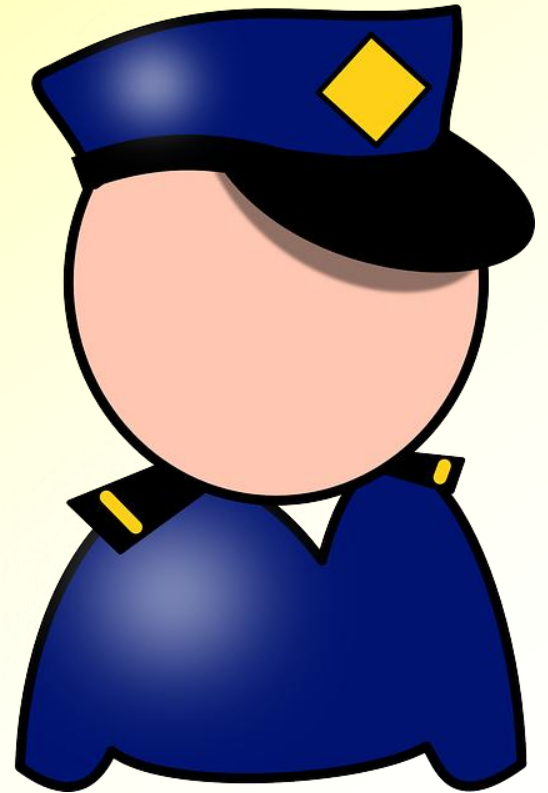
B) Fear

C) Logical Fallacy

B) Fear

Propaganda CAN be used for positive things.

Buckle up to avoid a ticket.



He is a high school **drop out** and a **criminal**. He does not deserve your vote.

- A) Name calling
- B) Testimonial
- C) Transfer
- D) Plain Folks

A) Name Calling

“drop out and a criminal”



Review:

- Go on the ANIMAL FARM unit page for a review game.
- Study handout provided
- This Power Point posted online too
- We'll have cooperative learning review activities