**Propaganda**

**\*Common sense definition**

The use of specific communication techniques to play on peoples’ emotions and make them feel/think a certain way

**Techniques used to make propaganda work:**

1. **Name Calling** – links a person or idea to something negative
2. **Glittering Generalities** – links a person or idea to something positive
3. **Making false connections**
4. **Transfer** – make a connection between something important/revered (like God or country) and another idea/product \*\*\*Example – Kid Rock’s Chevy commercial links America with the Chevrolet brand
5. **Testimonial** – The use of a celebrity to endorse a product/idea
6. **Plain Folks** – An attempt to convince the audience that an idea/product is “for the people” or “of the people”
7. **Bandwagon** – Makes the statement that “everyone else is doing it, and you should too”
8. **Fear** – Plays on peoples’ deep-seated fears. The goal is to make people terrified that some disaster will follow a particular course of action
9. **Unwarranted Extrapolation** – Making huge predictions about the future based on a few small facts

|  |  |  |  |
| --- | --- | --- | --- |
| **Product Name** | **Propaganda Strategies Used** | **Message**  **to Audience** | **Successful?**  **(Scale of 1-10)** |
| 1. |  |  |  |
| 2. |  |  |  |
| 3. |  |  |  |
| 4. |  |  |  |
| 5. |  |  |  |
| 6. |  |  |  |
| 7. |  |  |  |
| 8. |  |  |  |
| 9. |  |  |  |
| 10. |  |  |  |

**Directions:** Look at this famous engraving by noted Patriot, Paul Revere. It is also a famous example of propaganda. Notice some important details about it:

1. **Focal point**
2. **Inaccuracies (list 3)**



1. **Symbolism/use of symbols (list 5)**



1. **List One (1) propaganda strategy that the artist used:**
2. **What is the overall message to the audience?**
3. **Is this an effective use of propaganda? (rate on scale of 1-10)**

**Why? (explain your rating)**