**Propaganda**

One of the most powerful weapons ever used by people in history is **propaganda**. Defined, propaganda is *information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.* Put in simpler terms, propaganda is *the use of information, true or not, to influence people to think a certain way.*

**Directions:** Look at three different pictures used by popular companies to sell their product. Each is an excellent use of propaganda. For each, list (1) who you think the “target group” was, (2) how the advertisement grabs the attention of young people, (3) what message the company is trying to send to its target audience, and (4) why this message might be misleading.

**Picture #1**

* Target group?
* Grabs target group’s attention by…
* Message to target group?
* Message might be misleading because…

**Picture #2**

* Target group?
* Grabs target group’s attention by…
* Message to target group?
* Message might be misleading because…

**Picture #3**

* Target group?
* Grabs target group’s attention by…
* Message to target group?
* Message might be misleading because…

**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:

* **Focal point**
* **Inaccuracies (list 3)**
* **Symbolism/use of symbols (list 3)**
* **Faces/emotions**
* **Signs**
* **Dog**
* **Clothing**
* **One other thing that might be important:**