

Directions: Find an example of propaganda --a political ad, an advertisement, a public service ad, etc. Your example should be a single image (no videos) that we will all be able to see and that is based on one of the fallacies or propaganda techniques we have studied. Your choice of ad should be one that allows for rich discussion and it must be an ad no one else has chosen in the class.

Create a Google slide that includes the following:

Your name

The ad (no videos) – you must choose an ad on a product, service, etc. that no one else is using

In bullet points:

- What is being sold and to whom (the target audience)
- Identify the fallacy / propaganda technique (see G-20)
- The rhetorical appeal (ethos, pathos or logos) being used – see G-11
- Identify how the propaganda elements and rhetorical appeal is used to influence the audience and the effect. Consider language, lighting, images, font choice, colors, symbols, the background/setting, portrayal of people, etc.

2 minute Presentation (you may bring up 3x5 cards)

- Introduce Yourself
- Explain the ad itself first. This includes identifying what is being sold, describing all the images in the ad, pointing out small details (especially those that may be difficult for your audience to see) and reading the language. In addition...
 - Explain any unfamiliar terms. (What are war bonds? What is Botox?).
 - If a famous person is featured, who is he? What is she known for?
 - Is there any historical context or background we need to know?
- Explain the target audience and how you know
- Identify the propaganda technique and rhetorical appeal and explain the evidence from the ad that supports this. *Reminder – when discussing pathos, always explain the emotions or desires the author is trying to stir in the audience.
- Your presentation should include **ADDITIONAL info** not on the slide (see back)

What else should I talk about?

Below are just a few ideas. Focus on those relevant to the ad you choose.

- Think about an **attention-getter** you might use to open your presentation with and the attention getting strategies we have studied this year! Example: If presenting on a coke a cola ad, you might begin with **startling statistics** around the negative health effects of drinking soda. Remember to include your source! (According to ...)
- Go more in depth explaining the fallacies and rhetorical appeals you have identified (eg. discuss the **connotations** of the language and how they contribute to the rhetorical appeal).
- What **lifestyles** and **values** are represented in the ad?
- How might different groups of people view this ad? (Example: a car ad that uses a barely dressed woman to promote their product might be offensive to a lot of women).
- Is the ad based on or promote any **stereotypes** about certain groups of people?
- Evaluate the **effectiveness** of the ad.
- **Compare the ad** or the product it's promoting to another similar but different ad or product. Which is more effective and why? How do the products compare?
- Is there any info that the ad appears to **deliberately avoid** or omit / **leave out**?
 - Example: For products that promote a healthy image, you might look at the actual ingredients. Are they consistent with the ad's image or message?
- Does the ad have any implications or significance in **today's world**? Does the **ad suggest anything about our society**? Consider any **social issues** like the #MeToo movement or how the ad/product relates to environmental issues like global warming.
- Does the ad have any **historical significance** or impact?
- Is there anything **controversial** about the ad and if so, what and why? Does the ad glamorize certain behaviors that might be worrisome? Is there anything about the ad's message that is **unethical** or immoral?
- Research the **product history** (How did they get their slogan? How has their image changed over the years? Are they known for a particular marketing strategy? How does this ad fit into their marketing strategy?).