



# Propaganda In Our World



**Directions:** Find an example of propaganda --a political ad, an advertisement, a public service ad, etc. Your example should be an image that we'll all be able to see and based on one of the fallacies or propaganda techniques we have studied from G-21.

Create a Google Slide that includes the following in bullet points:

- Your name in the space that says Click to Add Title
- The image (no videos please)
- What is being sold and to whom (the target audience)
- Identify the fallacy / propaganda technique
- The rhetorical appeal (ethos, pathos or logos) being used
- Identify propaganda elements used to influence the audience. Consider language, lighting, images, font choice, colors, symbols, the background/setting, portrayal of people, etc.

# Your Presentation - You may use a 3x5 card

- Introduce Yourself
- Explain the ad itself first. This includes identifying what is being sold, describing all the images in the ad, 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 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.
- Your presentation should include ADDITIONAL info not on the slide.

# Engage Your Audience

- Ask questions about the topic
- Solicit info from your audience:
  - Can someone explain who Taylor Swift is? (be prepared to answer these questions if no one does though)
- Ask questions that get your audience to think. See the difference below?
  - How many of you own a dog?
  - What do you imagine this dog is thinking right now?
- Take polls
  - Raise fingers showing the number of days you work out or exercise in a week.
- Ask your audience if they agree with your opinion
  - “You would think this product would not want to associate itself with ... what do you think?” or “This does not seem like it would be effective to ... I don’t know. Does anyone have any thoughts on this?”

# Resources

[Mind Over Media: Analyzing Contemporary Propaganda](#)

[Propaganda examples with video links](#)

[7 Propaganda techniques](#)

[PBS: Propaganda Techniques with link to political propaganda videos](#)

[Trying searching for propaganda images. Be prepared for an onslaught.](#)

## SAMPLE

This ubiquitous recruitment poster was plastered everywhere in the 1940's, prompting many Americans to enlist and fight in WW2. It shows the epitome of a patriotic American the US government wants us to be.

- Uses **glittering generalities** to stick the slogan in the minds of young men. The “YOU” gives the feeling that the speaker is talking directly to the individual and is portrayed as a “father figure” with a facial expression of authority so youth are more likely to listen.
- Rhetorical Appeal: **pathos** (appeals to the viewer's sense of patriotic duty and “I WANT YOU” makes him or her feel valued and important). Want is used over need to convey an image of strength creating a feeling of confidence.



## SAMPLE



- Tutoring is being sold
- Audience- students & parents

Rhetorical Appeal: **ethos**  
Offering a free trial shows confidence in their service & helps viewers trust them because they can back out if it doesn't work for them.

**Fallacy: Testimonial**  
Features an ordinary girl who shows how well the tutoring worked for her indicated by her very happy smile and a quote indicating the change in her grade.

Name: Sample

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, so matter how long and hard his schedule.

*According to a recent Nationwide survey:*

**MORE DOCTORS SMOKE CAMELS  
THAN ANY OTHER CIGARETTE**

**Testimonial:** This advertisement from the late 1940's was part of a campaign to get many adults to buy Camel cigarettes. Cigarette companies would get doctors to endorse the product so that people would see no harm in them.

**Ethos:** Cigarette juggernauts used the trust that people had with their doctors to essentially persuade them into thinking the cigarettes were healthy and had no bad side effects. Which falls directly under the category of Ethos, since the market was built on the trust of the healthcare "professionals".

**Target Audience:** Smokers/Adults



**SAMPLE**

Intended for drivers to warn them of the dangers of drinking and driving.

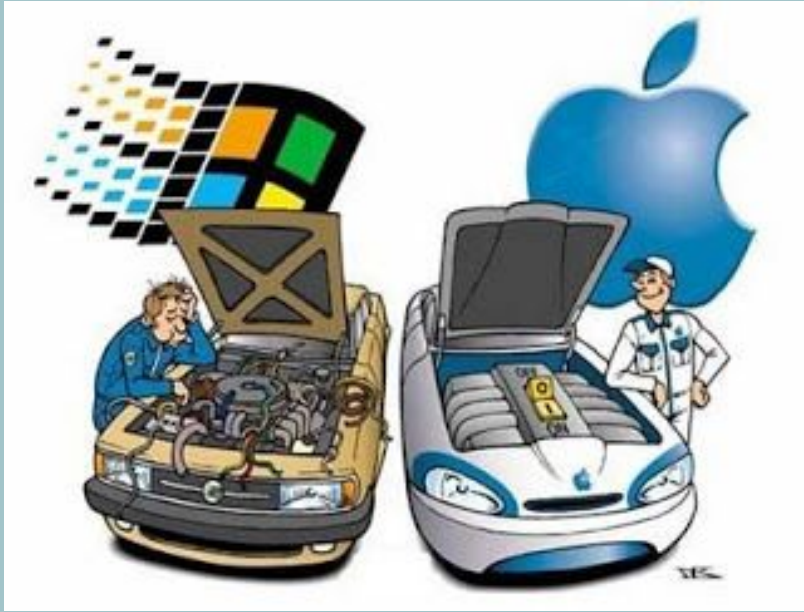
**Transfer** - compares losing a leg to damaging a car to show how body parts are not replaceable. Metal from prosthetic leg looks cold and robotic. Not comfortable. Clearly nothing like the “original part” of a person.

## **Pathos**

Creates a sense of fear and obligation to others by reminding viewers the driver isn't the only one who could get hurt.



## SAMPLE



Your Name

Compares Microsoft & Apple products

Target audience: adults shopping for a reliable computer for work or home use

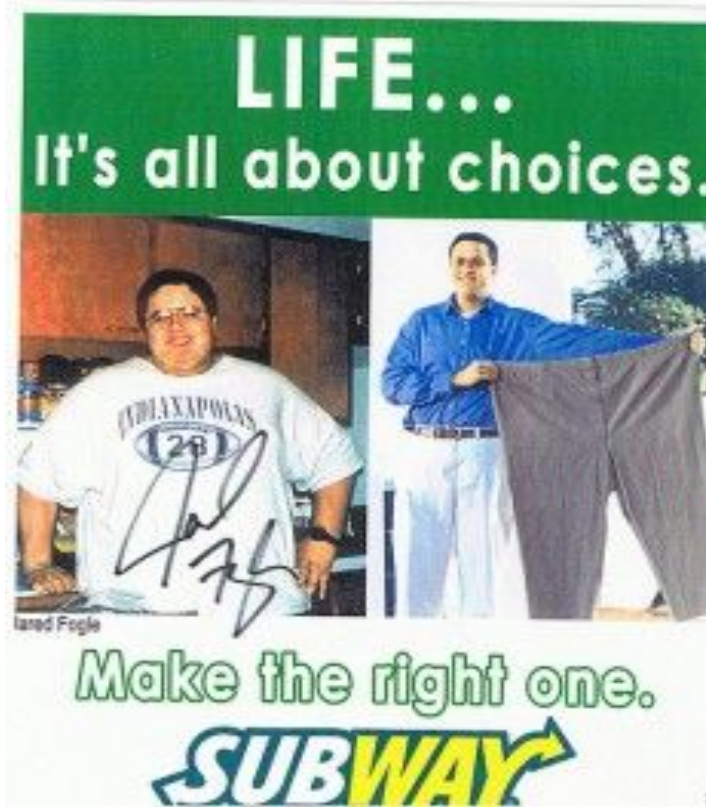
Type of Propaganda: **Transfer**

- Windows is old, slow, and run down like the old car portrayed
- Apple is new, fast, and fancy like a sports vehicle.

Rhetorical Appeal: **ethos**

- Microsoft guy is tired & worn out vs. Apple guy who appears energetic, confident, smiling and sharply dressed.

## SAMPLE



**Target Audience:** people trying to lose weight or wanting to stay thin.

**Plain Folks:** Subway used the idea of health to promote their food by showing an average person, Jared Fogle, who claimed to have lost weight by eating their sandwiches and later became their spokesperson. Of course, Subway quickly broke ties with Jared when he was later accused & convicted as a child molester.

**Card Stacking:** Fails to mention the high calorie intakes their sandwiches can have depending on what you order and what you ask for on it (mayo, oil, cheese, bacon, etc) or other factors like exercise.

**Logos:** The before /after picture is concrete proof eating at Subway worked because we can see the results for ourselves!

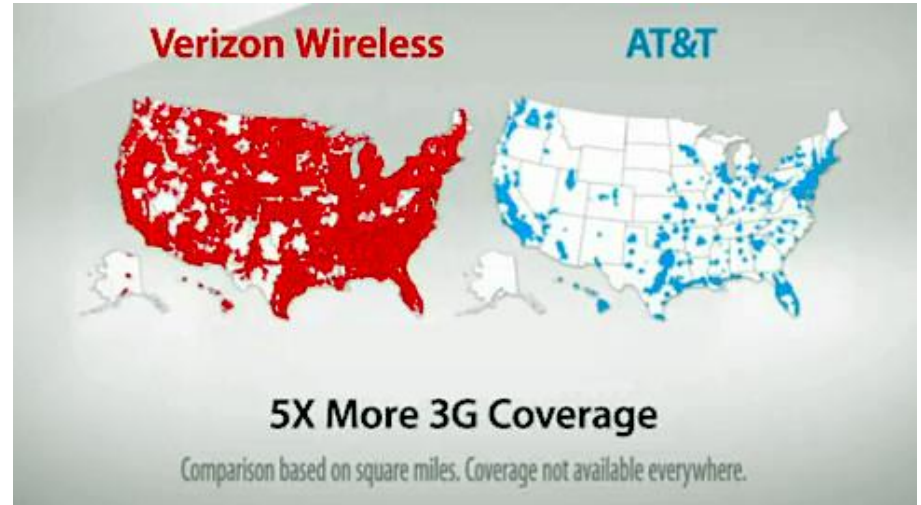
## Card Stacking & Name Calling:

What this ad does NOT tell you is anything about the cost of Verizon's plan, what their coverage is outside the US and how up-to-date this information is.

The maps are designed to make AT&T look really BAD because of the sparse coverage they appear to provide. The white space is also misleading because it suggests NO cell phone coverage is provided at all which is not the case.

**Logos:** The ad visually shows concrete evidence of where you can go and have access to the internet with factual info like Verizon having "5 times More 3G Coverage."

## Sample:



## Target Audience:

Teenagers, Adults, Businesses, Office workers - especially anyone who relies on and uses wi-fi/internet daily.

SAMPLE



Rhetorical Appeal: **pathos** (appeals to your desire to belong, be cool and have fun!)

# Bandwagon

**Target Audience:** Target has a whole series of ads like this all with adults in their 20's & 30's (usually parents) smiling and dressed in fashionable clothes with the red & white bullseye print, engaged in fun activities, play and chores.

The background is always filled with red and white images too so the ad, without even mentioning Target, is clearly identifiable.

As a collection of ads with different people wearing the same type of clothes, the message being suggested is that everyone wants to be connected to this cool logo and if you want to be part of the "in" crowd, you should shop there too!

## SAMPLE



AMERICA'S  
FAVORITE  
MASCARA!

100% OF GREAT LOOKS.  
1 GREAT LITTLE TUBE.

NO WONDER ONE IS SOLD  
EVERY 1.7 SECONDS!

GO TO [FACEBOOK.COM/MAYBELLINE](https://www.facebook.com/maybelline) NOW  
TO GET EXCLUSIVE OFFERS & INFO LEADING UP  
TO GREAT LASH'S 40TH BIRTHDAY IN 2011.

**MAYBELLINE**  
NEW YORK

MAYBE SHE'S BORN WITH IT. MAYBE IT'S MAYBELLINE.

**Bandwagon:** “America’s favorite mascara.” and “No wonder one is sold every 1.7 seconds” implies that their product is so popular, everyone is using it and therefore you should too!

**Pathos:** Taps into the audience’s desire to be more attractive and look their best.

**Ethos:** This product must be trustworthy if so many people continue to buy it.

**Target Audience:** Anyone who wears make-up but especially individuals who want to appear as if their beauty is natural and they were born beautiful (based on the slogan - “Maybe it’s Maybelline. Maybe she’s born with it.”)

# NAME CALLING

- The soup **comparison** contains a **negative verbal** attack.
- The only ingredient listed in the soup on the left is MSG, is an unhealthy additive.
- The Select Harvest boasts TLC (Tender Loving Care) as an ingredient, which really isn't an ingredient, but carries a positive association.

**Ethos:** Select Harvest is portraying themselves as caring about their customers not only with the ingredients they use but with the TLC (Tender Loving Care) they make their soup which helps create trust unlike a competitor who adds harmful, additives like MSG

**SAMPLE**  
**HOW DO YOU LIKE  
YOUR CHICKEN NOODLE:**



**Target Audience:** people who want to eat healthy but don't have time to make soup from scratch.

# NAME CALLING

This ad **uses name calling to create *an unflattering* comparison of a competitor product.**

Target Audience: Burger lovers who are hungry & appreciate value.

- The hamburger comparison uses a **negative visual** and **verbal** attack disparaging the size of a Big Mac calling it a “medium” compared to that of the Whopper. The implied message is that bigger is better, tastier, and more desirable, ...a distinctly American ethic.

**SAMPLE**



**Logos** - by showing the two burgers next to each other, the ad presents the undeniable fact that one is larger than the other and has fresher ingredients because you can actually see the lettuce, tomatoes, onions & pickles vs. the mystery sauce of the Big Mac.

**Pathos** appeals to people’s desire to get what we pay for.



**SAMPLE**

# Transfer/Name Calling

During the **McCarthy era in the early 1950's (also called the Red Scare)**, hundreds of Americans were accused of being communists or communist sympathizers and became the subject of aggressive investigations and questioning by government committees.

The face of Vladimir Lenin (Leader of Russia and the Communist movement from 1922 - 1924) is made to look like a mask to hide his true identity - the devil. The ad wants the audience to associate communism with evil.

**Target Audience:** religious minded individuals who believe in hell and the devil.

**Pathos.** This poster is designed to create FEAR!

