

NEW!

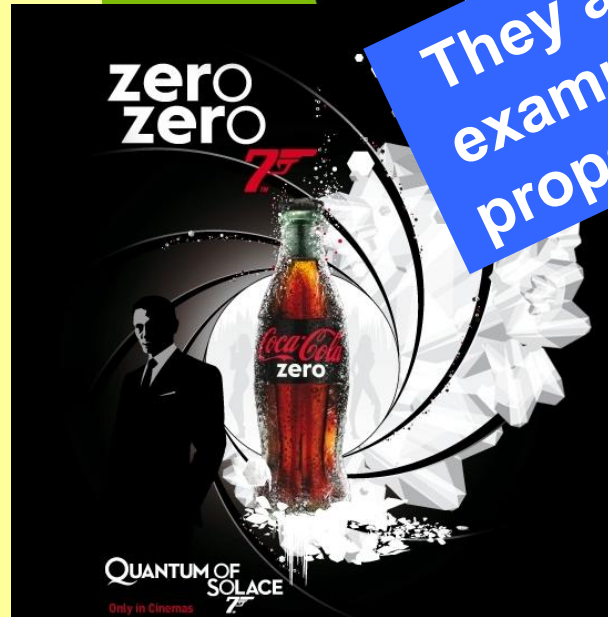
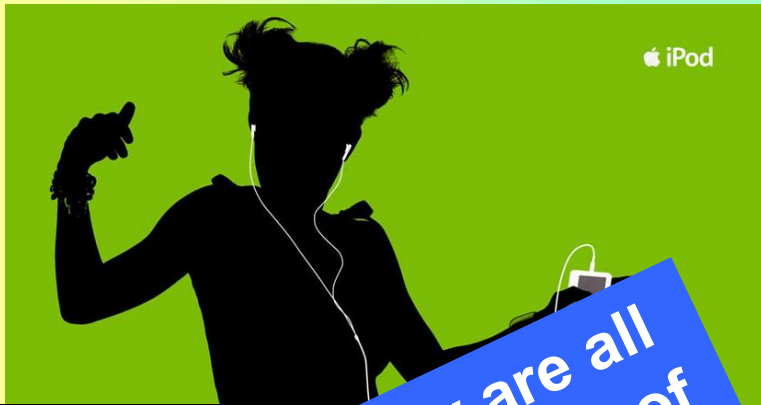
IMPROVED!

Propaganda!

**A MUST
SEE!**

Everybody is doing it!

What do these images have in common?



They are all examples of propaganda!

They are all used to influence you to do something.

WHAT?

A message used to persuade you to believe something or do something

WHY?

To persuade you to buy something, think something, or do something.

WHO?

- Corporations
- Government
- Individuals

Propaganda

WHERE?

Commercials
Speeches
Billboards
Newspapers

Packaging
Stores
Internet
Everywhere!

HOW?

There are 7 propaganda techniques we will learn

The 1st type of Propaganda is...

Bandwagon

Persuading people to do something by letting them know others are doing it.

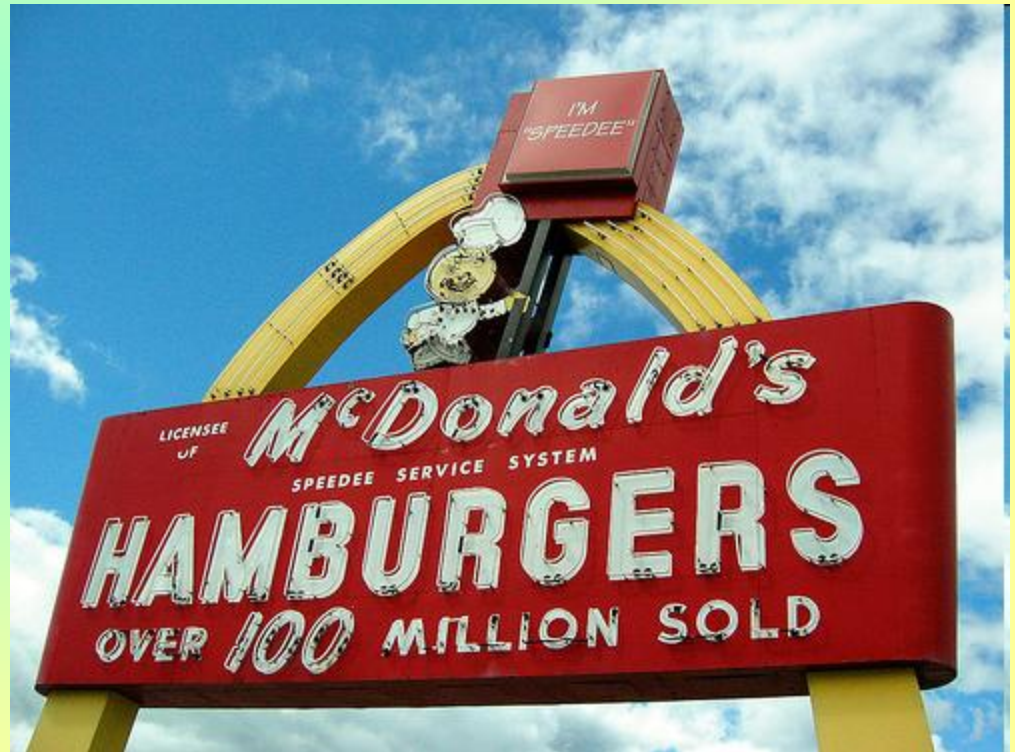
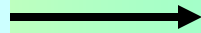
All the cool kids are doing it

Everybody has one!



Bandwagon works because it makes you think “**everyone is doing it**” and you should too.

Why is this sign considered BANDWAGON?



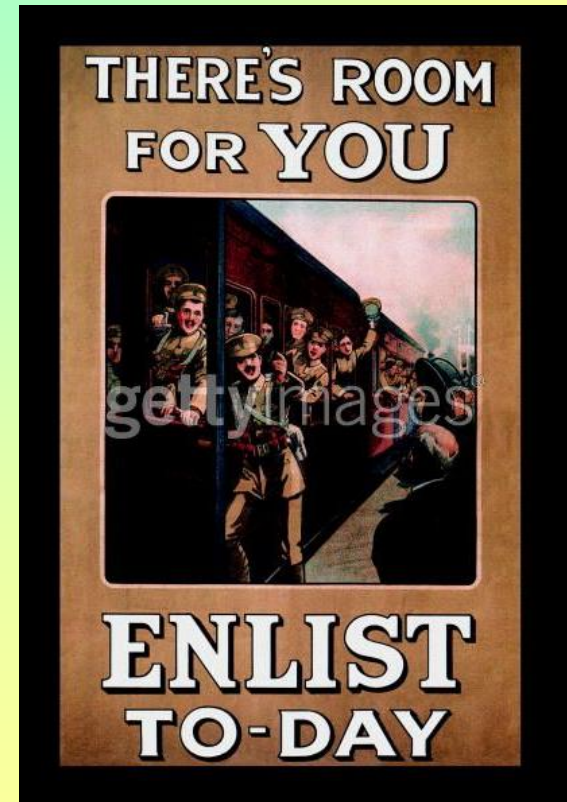
What other examples of BANDWAGON can you think of?

From today:



- [Coca-Cola](#)
[Bandwagon](#)

From World War I:



The 2nd type of Propaganda is...

Loaded Words

Hate

Love

Using words that will make people feel strongly about someone or something.

Loaded words work because they make you **feel** a certain way.

So refreshing...
so welcome...everywhere

With its life and sparkle, ice-cold Coca-Cola is a natural part of social occasions. It's something to hold and you feel at ease... something to drink that makes a pause the pause that refreshes... America's favorite moment.

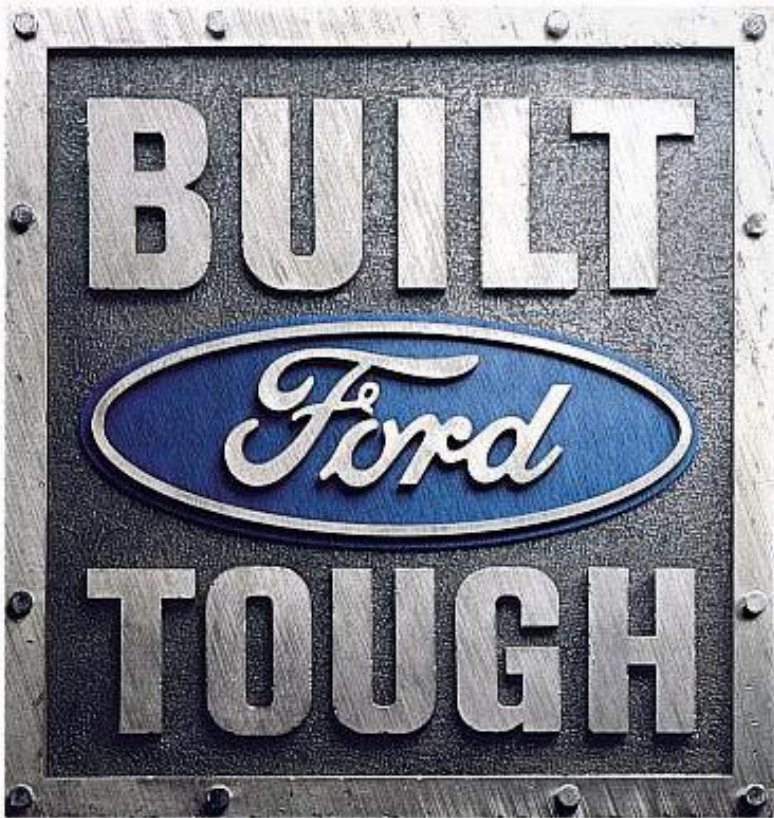
100% COCAINE...
1911 20-BOTTLE CARTON

remember
**PEARL
HARBOR**

**PURL
HARDER**

What words are used in these ads that make us feel a certain way?

What are some other examples of
LOADED WORD propaganda?



[See Pepsi's "Forever Young" ad here](#) (and listen to the lyrics)


The 3rd type of Propaganda is...

Testimonial



Using words and images of a famous person or an expert to persuade.


Testimonials work because you feel like you can trust the words of an expert or someone famous.



©2007 CSC Retail, UK

Even one of the Spice Girls can't think of a single spice to add.

After all, it is the perfect balance of sweet tomato taste and savory Italian seasonings.



Prego
ITALIAN SAUCE

IT'S IN THERE.



“Once-monthly BONIVA builds bone density to help keep my bones strong and healthy.”

I treat my osteoporosis with BONIVA. Just one pill a month builds strong, healthy bones to help prevent fractures.



Don't wait another week. Ask your doctor if BONIVA is right for you.

Important Safety Information: BONIVA is for the management of postmenopausal osteoporosis. You should not take prescription BONIVA if you have low blood calcium, cannot sit or stand for at least 60 minutes, have severe kidney disease, or are allergic to BONIVA. Stop taking BONIVA and tell your healthcare provider if you experience difficult or painful swallowing, chest pain, or severe or continuing heartburn, as these may be signs of serious upper digestive problems. Follow the once-monthly BONIVA 150 mg dosing instructions carefully to lower the chance of these events occurring. Side effects are generally mild or moderate and may include diarrhea, pain in the arms or legs, or upset stomach. If you develop severe bone, joint, and/or muscle pain, contact your healthcare provider. Your healthcare provider may also recommend a calcium and vitamin D supplement.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Here's an easy way to get started on BONIVA: Ask your doctor for your first-month free trial or call 1-800-382-1715. For more information about BONIVA, please visit www.boniva.com.

once-monthly
Boniva
ibandronate sodium
150 mg tablet

There's only one

Please read Patient Information on the next page.

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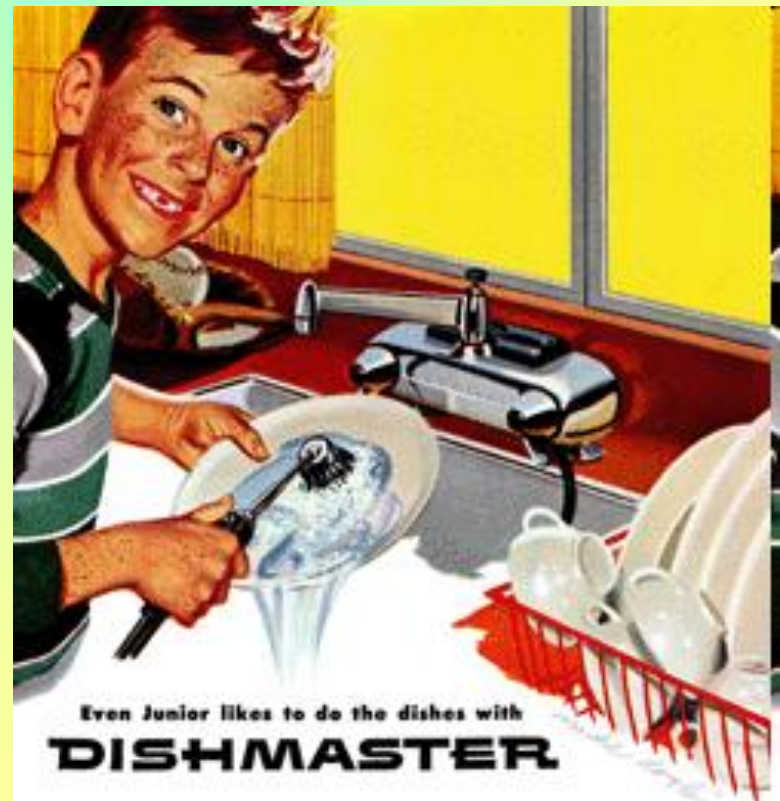
What are some other examples of TESTIMONIAL propoganda?

From today:



[See Coldplay's iTunes ad here.](#)

From the 1950s:



The 4th type of Propaganda is...

Transfer



Using images to bring up strong feelings or emotions in order to persuade.

Transfer works because you transfer the **happy feelings** you associate with a picture to happy feelings about a person or product.

(This can also work with bad feelings)

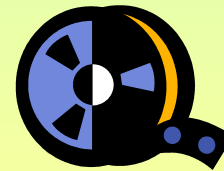


What emotion is being transferred in this ad?

What are some other examples of TRANSFER propaganda?



[See Coca-Cola's
"Open Happiness"
Music Video ad here](#)



The 5th type of Propaganda is...

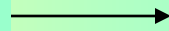
Repetition



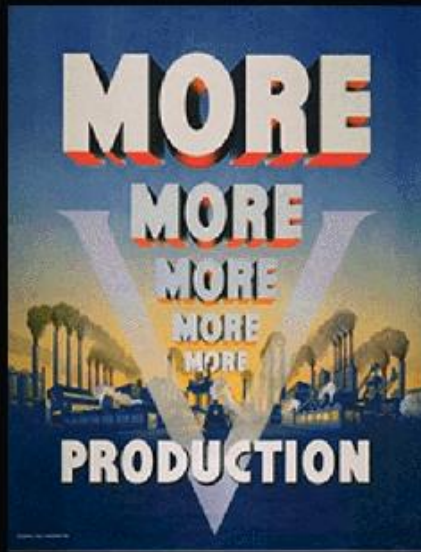
Using repeated messages or pictures to persuade.

Repetition works because you **remember things better** when you've seen or heard it more than once.

If you drove by these repeating signs, why would you be interested?



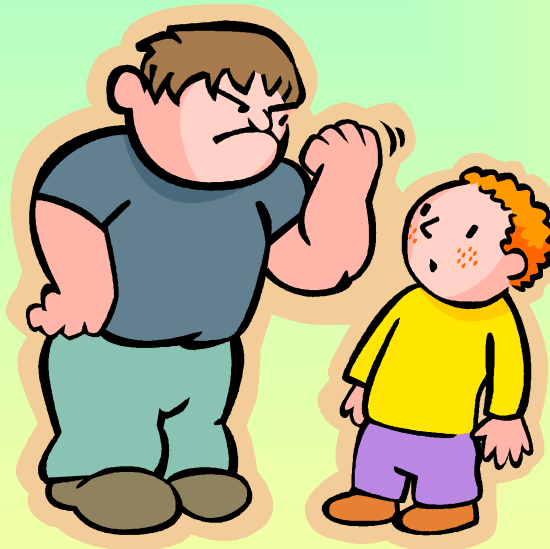
What are some other examples of REPETITION propaganda?



[See Career Builder's Super Bowl ad here](#)

The 6th type of Propaganda is...

Name-Calling



Links a person, idea, or product to a negative symbol.

Name-calling works because if we believe the competition is bad, we can assume this product will be **the best choice**.



Why do you think we see this technique used so often in politics?

What are some other examples of NAME-CALLING propaganda?



[See a Mac vs. PC ad here](#)—notice the name-calling is inferred, we are assuming that PC is a bad product, making MAC better.



See a Dove [“Campaign for Real Beauty”](#) ad here—this ad is putting down the “fake beauty” we see in advertising by showing us how we are deceived by what we see in ads.

The 7th type of Propaganda is...

FEAR

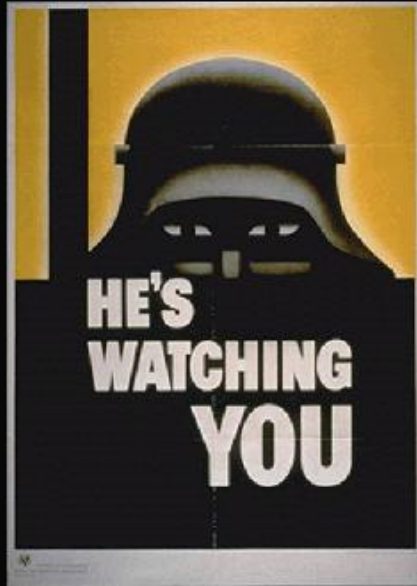


Plays on our deep-seated fears and warns the audience that disaster will strike if we do not follow the instructions.

Fear works because we want to keep ourselves and our family **safe**.



What are some other examples of FEAR propaganda?



[This site](#) has several Political Campaign commercials from history using both fear and name-calling propaganda.



Glittering Generalities

- Glittering generalities are a form of propaganda that **elicit strong emotional responses** through the use of *vague* and *hollow*, though perceptually meaningful, words and phrases.



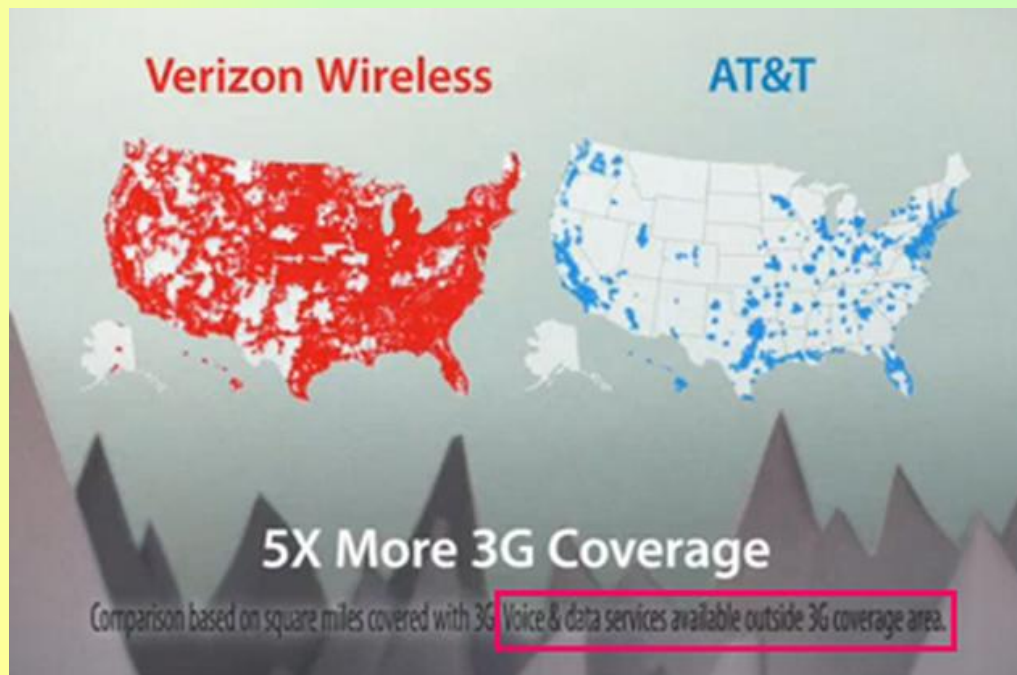
Ahem ... *things*?



Ummmm ... we can *what*?

Card Stacking

- **Card stacking** is a **propaganda** technique that seeks to manipulate audience perception of an issue by emphasizing one side and repressing another.



What Were Those Techniques, Again?

- Bandwagon
- Loaded Words
- Testimonial
- Transfer
- Repetition
- Name-Calling
- Fear
- Glittering Generalities
- Card Stacking

Exit Slip

- How does your knowledge of persuasive writing and techniques help you understand the dangers of propaganda? (Write three to four complete sentences that explains your response?)