

W.W. (10/30/2014)

- Describe your favorite TV commercial.
Why do you like it?

Daily Agenda (10/30/2014)

1. W.W.
2. Take notes on Propaganda
3. Group activity: Propaganda techniques in commercials
(take individual notes)
4. Self-check propaganda techniques in commercials
5. Find a print example of propaganda to present tomorrow
6. B.B.

Propaganda:

**the spreading of ideas,
information, or rumor for
the purpose of endorsing
an institution, a cause, a
person, or a product**

Government

Media

Who uses propaganda?

Advertisers


Corporations

Political/Religious Groups



How do they do use it?





5 propaganda techniques

used by advertisers

The BANDWAGON Technique



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

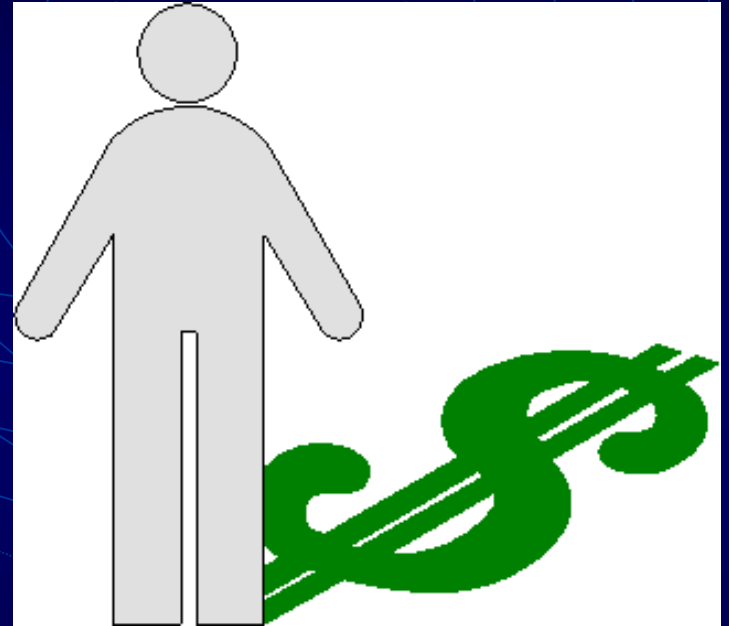
The TESTIMONIAL Technique

Using the words of
a famous person
to persuade people.



The **TRANSFER** Technique

Using the names or pictures of famous people, but not direct quotations from them.



The REPETITION Technique

Repeating
the product
name at least
three times.

1. Blah

2. Blah

3. Blah

4. etc.

The EMOTIONAL Technique



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

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- Which propaganda technique do you find most effective?