



Comm Skills Virtual Learning

Public Speaking

Analyzing Propaganda

May 22, 2020



Lesson: **May 22, 2020**

Objective/Learning Target:

Students will analyze propaganda by asking critical questions.

Bell Ringer/Let's Get Started

How should individuals best respond to propaganda?

Lesson/Activity

Analyzing media messages is a process of asking questions and exploring ideas that may have multiple responses and interpretations.

Select an example of propaganda to analyze at [Mind Over Media](#).

Consider and then write brief answers to the five Key Questions of Media Literacy:

1. Who is the author and what is the purpose?
2. What techniques are used to hold and attract your attention?
3. What lifestyles, values, and points of view are represented?
4. How might different people interpret the message?
5. What is omitted from the message?

Lesson/Activity

Propaganda is meant to evoke emotions that bypass critical thinking. When propaganda is critically analyzed, insights are revealed that enable people to make more rational judgments and evaluation of the ideas and information presented.

Making a video can be a good way to “talk back” to propaganda. Today, many online platforms make it easy to create media.

Practice

TALKING BACK TO PROPAGANDA

Using an example of propaganda that you have analyzed, you will now prepare a response in video form.

Your propaganda example _____

What questions does this propaganda example raise for you? _____

Practice

Consider more questions

- What is the topic or content?
- What symbols and rhetorical strategies are used to attract the audience?
- When, where, and how is this message encountered by people?
- How are people likely to think and feel about the message?

Practice

Research & Plan

Use the Internet to search for information. Remember:

- Take notes
- Gather images
- Determine most important insight

PRODUCE

Create a short video commentary on your propaganda example. Use language and images to express your perspective.

Additional Resources

[Education as Propaganda](#)

[Lessons in Propaganda - Ted Talk](#)

[The Propaganda Model](#)