



Performing Arts Virtual Learning

6-8/Acting & Debate

Propaganda Techniques

May 4, 2020



6 - 8/Acting & Debate
Lesson: May 4th, 2020

Objective/Learning Target:

Show me standards Goal 1.7 Evaluate the accuracy of information and the reliability of its sources

6.3.b Organize ideas into a focused, easy to follow format for presentation



Background

Which of the following Propaganda Techniques have we learned so far?

How are they used?

| | |
|-------------------|-------------------------|
| Name Calling | Glittering Generalities |
| Transfer | Appeal to Emotion |
| Testimonial | Humor |
| Card Stacking | Faulty Cause and Effect |
| Either/Or Fallacy | False Analogy |
| Plain Folk | |

Humor



- Advertisers create humorous situations to make the audience laugh.
- This technique usually does not give any evidence to the usefulness of the product.
- Consumers may not relate the commercial to the product.

Humor Continued

Watch the following Doritos Commercial. It uses humor, but also directly relates it to the product.

[Click Here](#)



Examples





Activity

Watch TV commercials and write down 3 that included Humor

| Name of Company | What did they say that was Humor? |
|-----------------|-----------------------------------|
| | |
| | |
| | |



Faulty Cause and Effect

- Suggests that because B follows A, A must cause B.
- Just because two events are related does not necessarily mean that one caused the other to happen. Easy to jump to a wrong conclusion.
- Draws a conclusion based on too little data.

Faulty Cause and Effect Continued

Watch the following Coke commercial. They are implying that if you drink a Coke you will smile and be happy. Is that always true?

[Click Here](#)





Activity

**Watch TV commercials and write down
3 that included Faulty Cause and Effect**

| Name of Company | What did they say that was Faulty Cause and Effect? |
|-----------------|---|
| | |
| | |
| | |



False Analogy

In this technique two things that may or may not really be similar are portrayed as being similar.

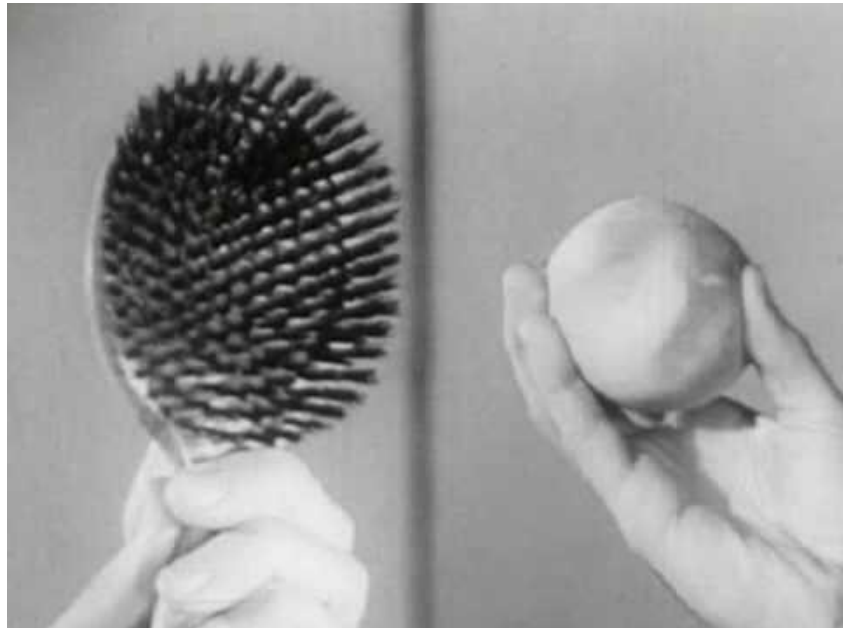
You must ask yourself how similar are the items. In most false analogies, there is not enough evidence available to support the comparison.

False Analogy Continued

Going “Old School” on this commercial.

Watch the following Remington commercial and see what False Analogy you can find.

[Click Here](#)



How did you do?

Would you say your face is like a brush?

Would you say your face is like a peach?

No, you wouldn't, but when watching the commercial it seems to make sense.

Another example

Is a candy bar a whole
feast?





Activity

**Watch TV commercials and write down
3 that included False Analogy**

| Name of Company | What did they say that was False Analogy? |
|-----------------|---|
| | |
| | |
| | |

Self Assessment

Can you make up one slogan/saying for a product using each propaganda technique you learned today?

Humor

1.

Faulty Cause and Effect

1.

False Analogy

1.

