



Performing Arts Virtual Learning

6-8/Acting & Debate

Propaganda Techniques

May 6, 2020



6 - 8/Acting & Debate
Lesson: May 6th, 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 Propaganda Technique would be better for advertising medicine for a sick child?

- A. Humor**
- B. Appeal to Emotion**
- C. Transfer**

Which Propaganda Technique would be better for advertising toothpaste

- A. Card Stacking**
- B. Transfer**
- C. Appeal to Emotion**

Self Assessment

The best Propaganda Technique for medicine for a sick child would be.....

Appeal to emotion.

How did you do?



Transfer would not be appropriate because it doesn't really connect to the flag or something patriotic.

Humor would be the worst, because it is not a funny situation.

Self Assessment Continued

The best Propaganda Technique for toothpaste would be.....



Card Stacking

It can deal with the percentage of bacteria gone, faster brush strokes, or number of dentist who prefer it.

Transfer would not work because it doesn't directly relate to American images, and it's not an overly emotional topic.

Activity

Now that you have your setting, costumes, characters and props in place you need to brainstorm your storyline.

1. What is the 4 propaganda techniques you want to incorporate into your commercial?
2. What will happen in the beginning, middle and end?





Propaganda Techniques.

Use 4 different Propaganda Techniques in your commercial. All 4 need to be about YOUR product

Propaganda Technique	What will be said for technique
Example: Testimonial	Chris Evans loves McDonalds
1.	
2.	
3.	
4.	



Brainstorm

List 6 things that need to happen in your commercial. Start with the beginning, add a middle and finish with a conclusion.

1.

2.

3.

4.

5.

6.



Additional Resources

Make a Video Storyboard

5 TIPS FOR CREATING AN EFFECTIVE TV COMMERCIAL