



Performing Arts Virtual Learning

6-8/Acting & Debate

Propaganda Techniques

May 7, 2020



6 - 8/Acting & Debate Lesson: May 7th, 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



So how do you write a TV ad?

Writing a commercial has never been easier and it has never been more in demand. Advertisements play before every YouTube video and all over Facebook and Twitter. There is a huge need for that kind of work and content -- especially for people who can create a narrative that makes people keep watching.



Questions To Consider

- What's the goal of this video? Why are we making the video in the first place?
- What's our narrow video topic?
- What's our call-to-action...what do we want viewers to do after they've watched the video?
- Who is the Target Audience?
- What Specific Problems are You Trying to Solve?
- What are The Benefits You Would like to Highlight?
- How Does Your Product or Service Work?



Propaganda Techniques

What are the 4 Propaganda Techniques you chose to use?

How are you going to put them in the script so it seems natural and not forced?

Do you need to change your Propaganda Techniques to make it work better?

Which of your characters will use each Propaganda Technique?

Be sure to say the line not the name of the Propaganda Technique.

How To Write A Commercial

But what does that script look like on the page?

Basically, a TV script is two columns. On the left, you have the visuals. On the right, you have the audio.

At the top, you put the client's name, your name. Also, give your spot a title that describes the ad - for instance, "NEW NINTENDO SYSTEM."

Finally, specify how long the spot should be. Most TV and internet ads are a minute, thirty seconds, or fifteen seconds. Some can even be eight seconds in length.



Commercial

Example

Video	Audio
Camera up on grim Greene, limping slowly down tunnel from field toward locker room; words "Mean Joe Greene" superimposed on picture. Because he is alone, game must still be going on with Greene out of it, due to injury.	
Cut to kid (white, about age nine) standing in tunnel, bottle of Coke in hand.	Kid [sound on film (SOF)]: Mr. Greene! Mr. Greene!
Cut to Greene, scowling.	Greene [SOF]: Yeah?
Cut to kid.	Kid [SOF]: You need some help?
Cut to Greene.	Greene [SOF]: Uh-uh.
Cut to kid.	Kid [SOF]: I just want you to know: I think--you're the greatest.
Cut to Greene, grimacing.	Greene [SOF]: Yeah, sure.
Cut to kid, offering bottle.	Kid [SOF]: Want my Coke? It's Okay. You can have it.
Cut to Greene, sighing, He takes it, drinks, greedily.	Greene [SOF]: Okay. Thanks.



Activity

Fill out the form below on a blank sheet of paper.

Clients Name: Your Name:	Product:
Visual	Audio

Self Assessment



- **Was your commercial between 8 and 30 seconds?**
- **Is your commercial going to grab the audience's attention?**
- **Would you buy the product after watching your commercial?**
- **Did you use 4 Propaganda Techniques?**
- **Did you portray the product in a positive way?**