



Performing Arts Virtual Learning

6-8/Acting & Debate

Propaganda Techniques

April 28, 2020



6 - 8/Acting & Debate

Lesson: April 28th, 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



Propaganda Techniques

What are they? How are they used?

Fill out the chart below to start this new unit.

Know	Want to Know	Learned Today
•	•	•
•	•	•
•	•	•
•	•	•

Background Information



Have you ever felt like you were being manipulated to do something?

You probably were.

Propaganda is information that is **biased** or is used in such a way that it misleads the targeted individual, in turn motivating them to think or act a certain way.



Propaganda Techniques

These are the propaganda techniques we will be covering.

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



Name Calling - It's not what you think

Attaches a negative label to a person or thing.

People engage in name calling to avoid supporting their own opinion with facts, rather than explain what they believe in.

Here is an example of Verizon using Name Calling

Here is an example of AT&T using Name Calling

Name Calling Continued

You should ask yourself the following questions when you spot an example of name-calling.

- What does the name mean?
- What idea does the propagandist want me to associate with the person, group, or idea?
- Does the idea in question have a legitimate connection with the real meaning of the name?
- Is an idea that serves my best interests being dismissed through giving it a name I don't like?
- Leaving the name out of consideration, what are the merits of the idea itself?



Examples

HOW DO YOU LIKE
YOUR CHICKEN NOODLE:

With MSG?

Or without?





Activity

Watch tv commercials and write down 3 that included Name Calling.

Name of Company	What did they say that was Name Calling?



Glittering Generalities

- This technique uses important-sounding “glad words” that have little or no real meaning. These words are used in general statements that cannot be proved or disproved

- Example:

Honest-fair-awesome-best-outstanding

[Click Here To See How Many You Can Hear](#)



Glittering generalities are the mirror image of name-calling words.

One technique encourages us to reject ideas or people without considering the evidence; the other hopes we will approve of ideas or people without considering the evidence.



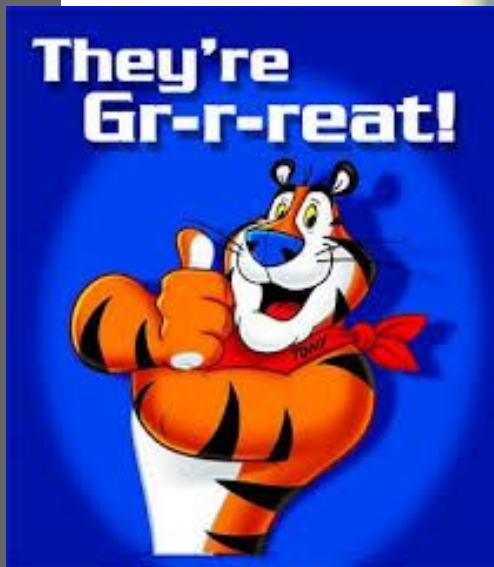


Glittering generalities to consider

- What does the name mean?
- What idea does the propagandist want me to associate with the person, group, or idea?
- Does the idea in question have a legitimate connection with the real meaning of the name?
- Is an idea that serves my best interests being dismissed through giving it a name I don't like?
- Leaving the name out of consideration, what are the merits of the idea itself?



Examples





Activity

Watch tv commercials and write down 3 that included Glittering Generalities

Name of Company	What did they say that was Glittering Generalities?

Self Assessment

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

Name Calling

1.

Glittering Generalities

1.

