



Performing Arts Virtual Learning

**6-8/Acting & Debate**

**Propaganda Techniques**

April 29, 2020



6 - 8/Acting & Debate  
Lesson: April 29th, 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 did we learn about yesterday?

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	

# Transfer



- An attempt is made to transfer the prestige of a positive symbol to a person or an idea.
- Example: Using the American flag as a backdrop for a political event makes the implication that the event is patriotic and in the best interest of the US

Example

[George Bush Political Ad](#)

Besides the flag what else was used as transfer that we have strong feelings for?



# Transfer Continued

The previous ad also used soldiers for transfer.

When watching for Transfer, you may want to ask yourself the following questions.

- In the most simple terms, what is the proposal of the speaker?
- What is the meaning of the thing from which the propagandist is seeking to transfer authority, sanction, and prestige?
- Is there any legitimate connection between the proposal and the revered thing, person or institution?
- Leaving the Transfer trick out of the picture, what are the merits of the proposal viewed alone?

# Examples





## Activity

**Watch tv commercials and write down 3 that included Transfer**

Name of Company	What did they say that was Transfer?



## Testimonial

- “Big Name” personalities are used to endorse a product.
- Ask yourself how much that person knows about the product, or what they stand to gain by promoting it.



Example

[McDonalds commercial with Michael Jordan and Larry Bird](#)



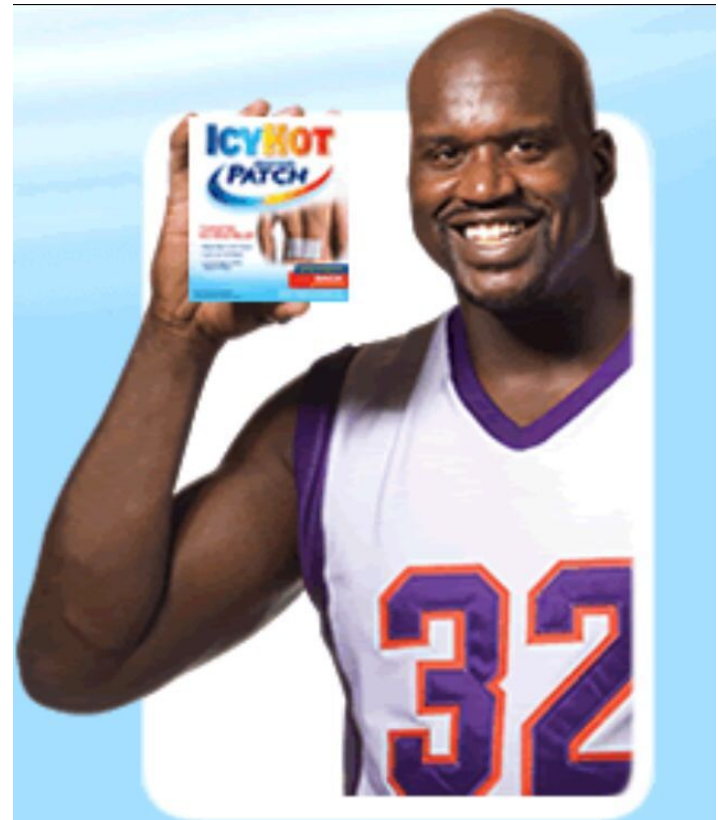
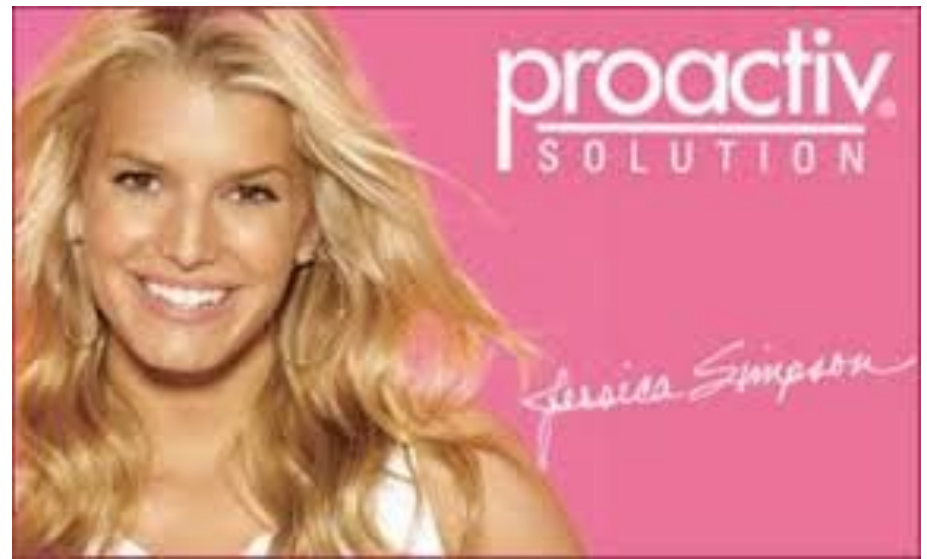
## Testimonial Continued



When watching for Testimonial, you may want to ask yourself the following questions.

- Who or what is quoted in the testimonial?
- Why should we regard this person as having expert knowledge?
- information on the subject in question?
- What does the idea amount to on its own merits, without the testimonial?

# Examples





## Activity

**Watch tv commercials and write down 3 that included Testimonials**

Name of Company	What did they say that was Testimonials?

## Card Stacking

- Key words, or favorable/unfavorable statistics may be added in an ad, leading to a series of half-truths.
- Comes from stacking the deck in your favor



**Toothpaste Ad - 20 Times More Brush Strokes.**

## Card Stacking Continued



This ad uses stats to portray why the product is healthy. It implies that Sun Chips are better than ‘regular chips’ because they contain 30% less fat than said chips.

But what if the amount of fat in regular chips is so high that 30% less is still very dangerous for you?



# Examples





## Activity

**Watch tv commercials and write down 3 that included Card Stacking**

Name of Company	What did they say that was Card Stacking?

# Self Assessment

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

## Transfer

1.

## Testimonials

1.

## Card Stacking

1.

