



Performing Arts Virtual Learning

6-8/Acting & Debate

Propaganda Techniques

April 30, 2020



6 - 8/Acting & Debate
Lesson: April 30th, 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	



Either/Or Fallacy

“Black and White” thinking because only two choices are given.



You are either for something or against it, there is no middle ground or shades of gray.

We tend to use “either/or” to signify a choice between two things, where you can have one but not both choices. For example, at a restaurant you might be told, “Set meals come with either a salad or a soup.” Clearly you cannot have both.

Either/OR Fallacy Continued

Watch the following commercial and see if you can find the Either/Or statement.

[Click Here](#)



Self Analysis



Did you catch the Either/Or statement from the Nerf commercial?

It said “Nerf or Nothing”

Is Nerf the only brand of dart guns?

NO! But using the Either/OR propaganda technique they want you to believe it’s your only good option.



Activity

Watch tv commercials and write down 3 that included Either/Or Fallacy

Name of Company	What did they say that was Either/Or Fallacy?



Plain Folk

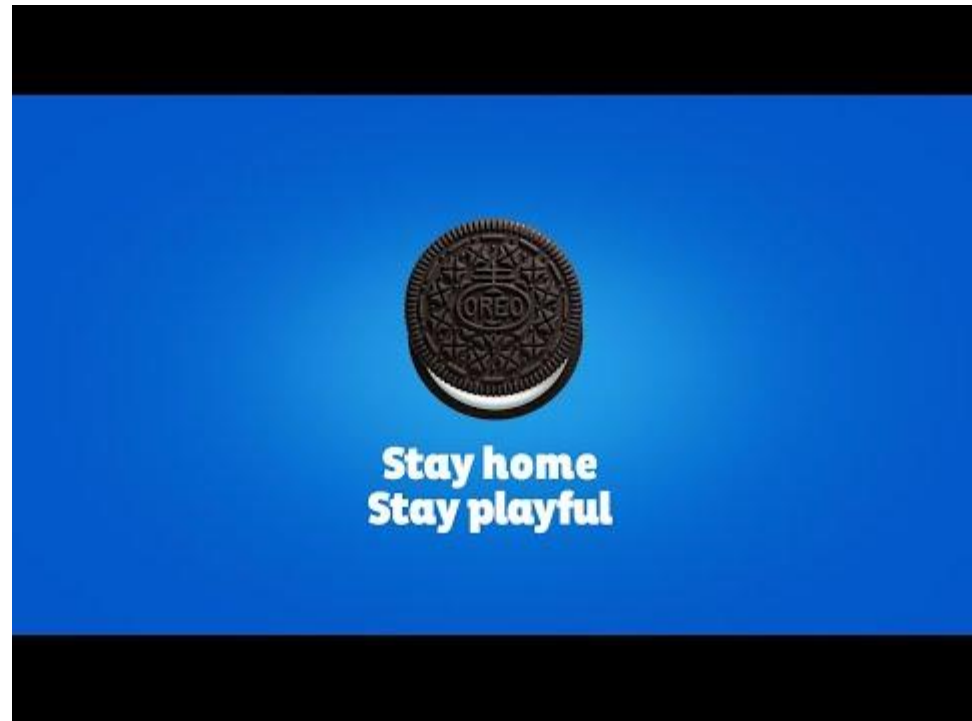
- A **plain folks** argument is one in which the speaker presents him or herself as an average Joe — a common person who can understand and empathize with a listener's concerns.
- These ads depict people with ordinary looks doing ordinary activities.
- Gives the idea, “I’m just like you and I use _____”



Plain Folk Continued

Watch the following Oreo commercial. Notice how ordinary people love play and eating Oreo's.

[Click Here](#)




Examples

SEE HOW A GUY
 AND A SANDWICH
 MADE HISTORY.

▶ LEARN HOW HE STARTED A REVOLUTION
 AND HOW HE KEPT IT GOING.





BED BATH &



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**NOTHING COMPARES
 TO FAMILY**

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Activity

Watch tv commercials and write down 3 that included Plain Folk

Name of Company	What did they say that was Plain Folk?

Appeal to Emotion



Appeal to emotion includes appeals to fear, envy, hatred, pity, pride, and more.

Instead of giving the logical facts to get you to think a certain way, Appeal To Emotion pulls on your heart strings to buy their product or think a certain way.

What commercial can you think of that may have sad music and pictures to convince you to donate money?

Appeal to Emotion Continued

Did we think about the same commercial?

Notice: This commercial will have pictures of injured and sick animals.

[Click Here \(Try Not To Cry\)](#)



Examples





Activity

Watch tv commercials and write down 3 that included Appeal to Emotion

Name of Company	What did they say that was Appeal to Emotion?

Self Assessment

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

Either/Or Fallacy

1.

Plain Folk

1.

Appeal to Emotion

1.

