

# Propaganda Techniques

Read the passages below, and in the spaces provided, write the name of the propaganda device used.

name-calling    testimonial    snob appeal    bandwagon  
loaded words    plain folk    misuse of statistics    transfer

- 1) \_\_\_\_\_ created especially to Tiffany's: ruby earring's set in 24-carat gold. Seventeen thousand dollars. Not just for any woman.
- 2) \_\_\_\_\_ My opponent claims to be a democrat, but in truth he is a lying, enemy of the people.
- 3) \_\_\_\_\_ Sugar is good for you! It provides fast energy, gives you those all-important carbohydrates, and satisfies your craving for sweets.
- 4) \_\_\_\_\_ Everyone is talking about Munchy Pizza! Everyone's raving about Munchy Pizza. Everyone's munching on that Munchy Pizza. Don't you want to munch a Munchy's too?
- 5) \_\_\_\_\_ Your dream house. "This deluxe home is just the thing for the discriminating buyers. It has three sumptuous bedrooms, spacious living and dining rooms and an adorable kitchen. It has elegant décor throughout.
- 6) \_\_\_\_\_ A suit from Dinmore's Men's Wear is more than a suit. A Dinmore's suit is a possession for the most discriminating, the most tasteful, the most sophisticated, the most successful.
- 7) \_\_\_\_\_ Yes I won fourteen Olympic medals and they mean a lot to me. But you know what means even more? My bowl of Nutri-Flakes every morning. Nutri-Flakes helped me win these medals. Ask your mom to buy Nutri-Flakes.... The winner's cereal.
- 8) \_\_\_\_\_ There is a pestilence abroad today, scourge of our youth called comic books. These so-called books fester with sin, violence and every unspeakable abomination known unto humankind.
- 9) \_\_\_\_\_ Loose weight the way 6 billion Bahamians did. It's the way 3 out of 4 doctors recommend.
- 10) \_\_\_\_\_ Buy your next car at Crazy Joe's, where everyone gets the best deals around.

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Tell which propaganda technique is being described below.

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- 1) \_\_\_\_\_ It uses famous persons/ celebrities to endorse a product or to promote a person.
- 2) \_\_\_\_\_ This is a technique used to portray as an ordinary citizen to their audience.
- 3) \_\_\_\_\_ This device uses offensive names to win argument from a person or an opponent.
- 4) \_\_\_\_\_ emotional words that influence the meaning of term. It uses nice words.
- 5) \_\_\_\_\_ this moves the image of one item onto another.
- 6) \_\_\_\_\_ an advertisement that promotes the best of the best; making the product seem better than others and those who agree or use it better as well.
- 7) \_\_\_\_\_ when statistics are based on falsehood.

