

Name _____

Grade 6 Reading Comprehension

Author's Purpose - Propaganda Techniques

Bandwagon	makes you think everyone does it, so you should, too	GloryFoot boots are the hottest new fashion! Don't be left out, get yours today!
Expert Opinion	quotes someone who's an expert in the field	"I hike up a lot of hot volcanoes," says Dr. E. Ruption, "so I'm glad to have Frosty-Foot slippers to slide into after work!"
Glittering Generalities	appeal to emotions, like patriotism, success, family	Vote for A. Ballot . . . the candidate to ensure the safety of your family and our nation!
Name Calling	uses rude or mocking language with negative connotations	Switch from greasy, heart-clogging Acme-Burgers to Pine-Burgers, the healthy fiber-filled food that's better for your body!
Personal Experience	explains how the author came to this belief	I have been in Africa and seen so many children who need our help.
Testimonial	quotes a famous person who supports the idea	"We must all do what we can to help the penguins," said superathlete Ima Star, who donated \$10,000. How will you help?

Write the correct propaganda technique used in each sentence.

3. Which techniques are used in the following examples?

1. A child is shown covered in bug bites after using an inferior bug spray.
2. Tiger Woods endorses Nike.
3. Sprite Zero is 100% sugar-free.
4. A 32-oz. bottle of Tide holds enough to wash 32 loads.
5. A commercial shows an image of a happy couple riding in a Corvette.
6. Cardiologists recommend Ecotrin more than any other brand of aspirin.
7. Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
8. Miley Cyrus appears in Oreo advertisements.
9. People who need more energy drink Red Bull Energy Drink.