

Name: _____

PROPAGANDA TECHNIQUES



Propaganda technique are
technique used to persuade
others.

Choose the propaganda technique that matches the definitions below.

Glittering Generalizations

Bandwagon

Testimonial

Name calling

Transfer

- 1) _____ This technique transfers good or bad qualities onto something or someone else.
- 2) _____ This technique uses someone well-known to persuade others.
- 3) _____ This technique makes you feel like everyone is doing/buying something and you should too.
- 4) _____ This technique speaks about the competition in a negative light.
- 5) _____ This technique uses statements that make us feel good.

Write the propaganda technique shown by the ads below.



6. _____



7. _____

Read the following. Write the propaganda technique used.

8. _____ Social media personality Sawyer Boy loves Bamboo Shack. What about you?
9. _____ All other students will be in the bouncing castle on Fun Day. You will be the only one left out.
10. _____ At Super Value, we give stamps. You can save lots of money. Are you able to do that at other grocery stores? No, they just keep taking your money.