

# Reading Comprehension

## Propaganda Techniques

Use the definitions below and match the type of propaganda technique to the correct definition.

### Type of Propaganda Techniques   Definitions

#### **Repetition**

The candidate/speaker attempts to persuade us through the indirect use of something we respect, such as a patriotic or religious image, to promote his/her ideas.

#### **Brand wagon**

This is the celebrity endorsement of a philosophy, movement or candidate.

#### **Plain Folk Appeal**

It will repeat a phrase or word so much. This causes the viewer to get it stuck in their head.

#### **Name Calling**

The propagandist puts forth the idea that everyone is doing this, or everyone supports this person/cause, so should you.

#### **Testimonials**

This technique occurs when complementary or derogatory words are used by governments, individuals, or the media to describe another person or group.

#### **Transfer**

Here the candidate or cause is identified with common people from everyday walks of life. The idea is to make the candidate/cause come off as grassroots and all-American.

Section B.

Match the Propaganda techniques to the correct posters.

Glittery Generality

Bandwagon

Repetition

Testimonial

Humor & Wit

Sob Appeal

Plain Folk Appeal

Transfer



