

Reading Comprehension

Propaganda Techniques

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

Type of Propaganda Techniques	Definitions
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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.
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Brand wagon	This is the celebrity endorsement of a philosophy, movement or candidate.
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Plain Folk Appeal	It will repeat a phrase or word so much. This causes the viewer to get it stuck in their head.
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Name Calling	The propagandist puts forth the idea that everyone is doing this, or everyone supports this person/cause, so should you.
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Testimonials	This technique occurs when complementary or derogatory words are used by governments, individuals, or the media to describe another person or group.
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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.
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Section B.

Match the Propaganda techniques to the correct posters.

Glittery Generality

Bandwagon

Repetition

Testimonial

Humor & Wit

Sob Appeal

Plain Folk Appeal

Transfer



