

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



