

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Reading Comprehension



**Propaganda techniques are used to persuade others to act a certain way, believe a particular thing or buy a specific product.**

The gentleman on the left is John. He used propaganda techniques to sell his products and he is happy.

Read the descriptions in **Column A**. Match each description to its term in **Column B** by writing the **LETTER** of the term in the spaces provided. (1 mark each)

### COLUMN A

- 1) \_\_\_\_\_ A celebrity or well-known person recommends someone or something
- 2) \_\_\_\_\_ This technique suggests that many people are buying or doing something and you should too
- 3) \_\_\_\_\_ This technique shows ordinary people enjoying or using the product or someone presenting themselves as an ordinary person
- 4) \_\_\_\_\_ To state something negative about the competition; give the person or idea a bad label
- 5) \_\_\_\_\_ This is where one thing is associated with another well-known thing; can be positive or negative
- 6) \_\_\_\_\_ This is when many positive things are said and the negative things are left out
- 7) \_\_\_\_\_ Certain images or words are used to bring up strong feelings such as sadness, fear or anger
- 8) \_\_\_\_\_ Certain words, phrases or images are used over and over again

### COLUMN B

- a. bandwagon
- b. card stacking
- c. emotional appeal
- d. plain folks
- e. repetition
- f. name calling
- g. glittering generality
- h. testimonial
- i. transfer