

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