

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

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

## Propaganda Techniques

Review the types of propaganda techniques below.

### 1. CARD STACKING:

FOCUSSES ON THE BEST FEATURES AND LEAVES OUT OR LIES ABOUT PROBLEMS.

### 2. TESTIMONIAL:

A WELL-KNOWN PERSON ENDORSES THE PRODUCT OR SERVICE.

### 3. GLITTERING GENERALITIES:

USES WORDS OR IDEAS THAT EVOKE AN EMOTIONAL RESPONSE.

### 4. TRANSFER:

RELATES A PRODUCT TO SOMEONE OR SOMETHING WE LIKE.

### 5. PLAIN FOLKS:

USES REGULAR PEOPLE TO SELL A PRODUCT OR A SERVICE.

### 6. BANDWAGON:

ASKS PEOPLE TO "JOIN THE CROWD" AND TAKE ACTION BECAUSE "EVERYONE" IS DOING IT.

### 7. NAME-CALLING:

CONNECTS A PERSON, PRODUCT OR IDEA TO SOMETHING NEGATIVE.

Examine the pictures below and identify the type of propaganda technique being used.



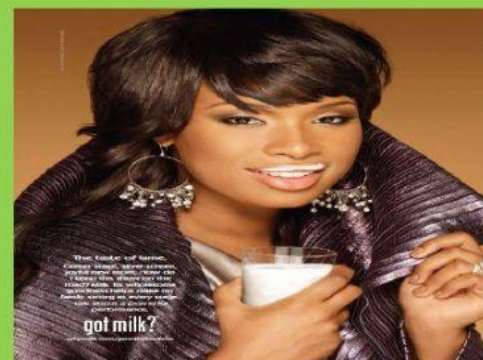
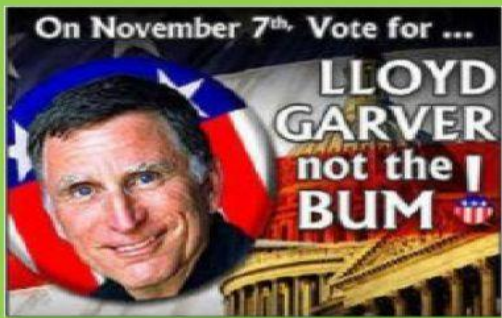
An advertisement for Burger King French Fries. It features a large cup of golden-brown fries. The text 'BIG TASTE, LESS FAT' is at the top. Below it, '40% LESS FAT' and '30% LESS CALORIES' are displayed in large, bold letters. The Burger King logo is visible on the cup. At the bottom, there is a small text block about the fries being made with real, whole potatoes and a hashtag #SATISFIED.



An advertisement for Proactiv skin care products. It features a photo of Justin Bieber. The text 'JUSTIN BIEBER IS PROACTIV' is prominently displayed. Below it, there is a section for 'PROACTIV PLUS FOR TEENS' with a 'NEW' tag. The advertisement also includes a list of products and a call to action to 'CHECK OUT JUSTIN'S VIDEO'.

Created by Leah Green





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