

## *Propaganda and Persuasion*

We have talked about *techniques of propaganda and persuasion*: bandwagon, glittering generalities/transfer, testimonial, name-calling, doublespeak, euphemism, statistics, scientific appeals, plain folks, fear, slogans, card stacking, flag waving, oversimplification, fallacies in logic, stereotyping, and many more. (remember to review the prezi on the wiki if you have forgotten these)

We have discussed the *production elements for visual persuasion*: use of color, symbol, graphics, strong imagery, balance, focus, perspective, appeals to the senses, shapes, visual exaggeration, and others.

### ***Assessment:***

Choose 5 advertisements or propaganda posters which STRONGLY illustrate these persuasive techniques. Print them, cut them out, take a picture of them. The ad should accompany the paragraph.

Write one paragraph for each ad, following this format in each paragraph:

The ad for \_\_\_\_\_ uses \_\_\_\_\_ to make the reader believe/want \_\_\_\_\_. Specifically, the ad says/shows \_\_\_\_\_, indicating that \_\_\_\_\_ This makes the reader believe/think \_\_\_\_\_. The use of (term) is/is not effective in persuading, because \_\_\_\_\_.

You should change the wording of the paragraph to fit your ad. Basically, you have a topic sentence and analysis, both CD (concrete detail) and CM (commentary), right? You might have quotes, or you might be paraphrasing or describing what you see, or both. You might have two techniques in one ad. You would need to expand the paragraph to include both techniques OR write two paragraphs.

Do this for each advertisement. This is a major grade. It is due \_\_\_\_\_. It can't be late, even if you're absent.

Example: (you may not use this example or even this product as most ads for Proactive are the same)



The ad for proactive uses the “plain folks” technique to make the reader believe/want to buy proactive. Specifically, the ad says/shows Justin Bieber, who is a celebrity well known to pre-teens and teens and is dressed just like a normal teen, indicating that he too has the same skin problems that they have and that he is a “plain folk” like they are. This makes the reader believe/think that if it’s good enough for Justin Bieber, then it must be good enough for them. The use of “plain folk” ~~is~~is not effective in persuading, because most people know that he has money to afford better treatments and doesn’t necessarily face the same challenges with acne that they do. It is also not effective because the people who like him the most are younger girls who are not in the market for acne cleansers yet. Those in market for acne treatment are older and do not like JB. It may also not be effective because it is understood that he is paid to endorse the product. Just because he is endorsing it, doesn’t mean his endorsement is genuine.