
Unit 4: Propaganda Techniques Daily Lesson Plans

Unit Overview

The teacher will present the most common propaganda techniques used by advertisers. A discussion of what jingles, images, slogans, and products come to mind will demonstrate the pervasive hold commercial advertising has upon us. After discussing which television commercials are most memorable and why--which techniques are employed in promoting the message or the product, then the teacher should ask students to follow along as she or he holds up a magazine ad and elicits from the students which of the previously introduced techniques are incorporated. Usually, the most successful ads employ a couple of these techniques that appeal to our senses, interests, or desires.

Materials

A variety of magazines including news magazines, entertainment magazines, and sports magazines will be useful for students to select which magazine advertisements they would like to use for the propaganda notebook. Alternately, the teacher may tear out full page color advertisements to distribute to the students. The students should each have at least one advertisement apiece

Days 28-33

Lesson Overview:

Students will examine magazine advertising to identify propaganda techniques used, target audience, and effectiveness of the advertisement.

Objective: Students will demonstrate critical thinking in identifying propaganda techniques and evaluating appeals used to persuade or inform the consumer.

Skills attained: Students will analyze five magazine advertisements, circling the propaganda techniques used and writing comments on the advertisement. Then they will write a 1.5 to 2 page analysis evaluating the effectiveness of the advertising they selected.

Propaganda Notebook

1. Title Page,
2. Table of Contents,
3. Definition of Propaganda: words, music, or images used to inform, persuade and influence someone's opinion;
- 4-8. Five different magazine advertisements, with words circled, highlighted, and statements evaluating the content, identifying the propaganda devices used in the advertisement,
9. A 1.5-2 page analysis explaining which advertisement of the five selected is most effective,
10. Sources cited

Unit 4: Propaganda Techniques

Target Audience

The target audience identifies the age group or market that the advertisers believe will be most likely to use their product. The target group can be very narrow for specialized products or quite large for more generic purposes. Some examples of the various target audiences and products marketed include mothers of babies (milk bottles), toddlers (plastic toys), children (tricycles), girls (Barbie dolls), men (after-shave cologne), homemakers (vacuum cleaner), health-conscious (granola), and the wealthy (luxury car). Sometimes the advertiser targets a very specific age group or class while at other times a wider target group is possible. The effectiveness of the ad depends upon how well the appeals and propaganda techniques target the identified group.

Propaganda Appeals

What is it about a particular advertisement that immediately grabs our attention? The reader is usually unaware of the appeals used to entice us to want to look at or want to buy a particular product. Marketing researchers, advertising executives, photographers, and graphic designers combine these appeals to create a tempting package or advertising campaign aimed at influencing and persuading consumers.

- humorous appeal
- appeal to nature
- visual appeal (color, design or lettering)
- sex appeal
- novelty appeal
- appeal to fear
- appeal to pleasure
- appeal to pity
- appeal to flattery
- appeal to beauty
- appeal to family or tradition
- appeal to economizing (saving money)
- appeal to luxury (spending money)
- appeal to efficiency (saving time)
- appeal to health
- appeal to emotions
- appeal to fairness
- appeal to logic
- appeal to youth
- appeal to adventure
- appeal to serenity
- appeal to status

Propaganda Techniques

Students must identify the following techniques used in advertising for the Propaganda Notebook, circling the words, phrases or images in the advertisement and identifying the devices in the margins of the advertisement.

testimonial, celebrity status endorsement,

- plain folks, common man
- transfer
- band wagon
- analogy (comparing similar objects)
- juxtaposition (comparing unlike object), incongruity
- black and white, or false dilemma
- cardstacking
- non-sequitur
- subliminal
- euphemisms, glittering generalities
- name calling, negative or derogatory words
- muckraking, mud slinging
- jingles, logos, slogans
- red herring, smoke screen, wild goose chase
- ad hominem, personal attack and negative association substituted instead of evidence against claim
- begging the question, circular reasoning
- hasty generalization, leaping to conclusions
- questionable cause, post hoc, confusing cause and effect