Directions: read through the information below and highlight what is striking, interesting, or important. When you finish, write an annotation reaction.

**What is Propaganda?**

Scholars, journalists, and politicians have long argued about how to properly define propaganda and distinguish it from other forms of mass communication. ***Propaganda is biased information designed to shape public opinion and behavior***.

In the 18th and 19th centuries, propaganda took on greater importance in the political realm with the growth of literacy, liberal demands for freedoms of the press, speech, and assembly, and representative governments. Politicians and governments of all types recognized the importance of winning over and molding public opinion through propaganda and other methods of mass persuasion. Instead of relying purely upon censorship as a tool of social control, regimes now created or subsidized newspapers and other organs to disseminate official "news." The "marketplace of ideas" and the court of public opinion became venues for competing social, political, and religious movements.

World War I, however, witnessed the public discovery of propaganda as a powerful weapon for shaping public opinion and behavior. All the major governments (Great Britain, France, Russia, Italy, the United States, Germany, and Austria-Hungary) employed writers, artists, and filmmakers to craft political messages aimed at mobilizing their populations for war, at weakening the enemy’s morale and will to fight, and at winning over audiences in neutral countries. British, American, and French publicists created potent images of the Germans as barbaric, brutal "Huns" who sought world domination and the destruction of western civilization. This portrayal reinforced reports of German atrocities, some real, others exaggerated or fabricated, which aimed to convince their populations of the righteousness of their cause and the need to continue the war until the enemy was defeated.

Since World War II, technologies and strategies for disseminating propaganda have changed greatly. Television and the Internet have increased the speed and spread of information globally. Websites and other online media now reach hundreds of millions of people throughout the world and have become major propaganda vehicles for private and governmental organizations. In the face of such a media barrage, consumers now, perhaps more than ever, must carefully and critically evaluate information in order to become better informed citizens.

**How Does Propaganda Work?**

Modern propaganda draws upon techniques and strategies used in advertising, public relations, communications, and mass psychology. It simplifies complicated issues or ideology for popular consumption, is always biased, and is geared to achieving a particular end. Propaganda generally employs symbols, whether in written, musical, or visual forms, and plays upon and channels complex human emotions towards a desired goal. It is often employed by governmental and private organizations to promote their causes and institutions and denigrate their opponents. Propaganda functions as just one weapon in the arsenal of mass persuasion.

Not all propaganda is bad. Propaganda is used to shape opinion and behavior. Public health campaigns, for example, can utilize propaganda. Elections, even in democratic states, often display elements of propaganda, as candidates and political parties vie for office. The real danger of propaganda lies when competing voices are silenced –and unchecked, propaganda can have negative consequences.

*Reaction Annotation:*

Propaganda Techniques

**Introduction:** In the space below respond to the picture on the screen. What time period is the picture from? What stood out from the picture? How is it propaganda?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Propaganda Notes: (copy these notes from the powerpoint)…**

Propaganda techniques appeal to the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the reader or listener.

1. **Bandwagon –** The basic idea behind bandwagon approach is….

*-Example (write down one of the examples from the powerpoint):*

1. **Testimonial** – The basic idea behind the testimonial technique is…

*-Example (write down one of the examples from the powerpoint):*

1. **Plain Folks** – The basic idea behind the plain folks technique is…

*-Example (write down one of the examples from the powerpoint):*

1. **Transfer –** The basic idea behind the transfer technique is…

*-Example (write down one of the examples from the powerpoint):*

1. **Fear –** The basic idea behind the fear technique is…

*-Example (write down one of the examples from the powerpoint):*

1. **Logical Fallacies –** The basic idea behind the logical fallacies technique is…

**Logical Fallacies Example –**

Premise 2:

Premise 1:

Premise 2:

1. **Glittering Generalities –** The basic idea behind the glittering generalities technique is…

*-Example (write down one of the examples from the powerpoint):*

**Reflection:** What propaganda technique do you find the most interesting? Explain…

Assignment: **CREATE YOUR OWN PROPAGANDA MINI-POSTER**

***Directions:*** Pick at least one of the propaganda techniques from above and create a poster on a regular sheet of computer paper. You can use create the picture yourself, use magazine clippings etc. Make sure your mini-poster clearly depicts the propaganda techniques (s) and is neat and polished. When you finish your mini-poster, you write will a few sentences explaining what propaganda technique(s) you use and must use at least ONE grammar technique. Don’t forget to highlight it. Please write this reflection on the back of your mini poster and turn in the rubric staple to the top.

|  |  |  |  |
| --- | --- | --- | --- |
| 4  Awesome | 3  Got It | 2  Almost | 1  Not Quite |
| My propaganda mini-poster is very well made, creative, and strongly demonstrates knowledge of what propaganda is (9-10pts).  My propaganda technique(s) are thoughtfully explained and I have creative grammar techniques (9-10pts). | My propaganda mini-poster is well made, some-what creative, and adequately demonstrates knowledge of what propaganda is (8pts).  My propaganda technique(s) are clearly explained and I have a clear grammar technique (8pts). | My propaganda piece is finished but it may be messy or it may not be clear that I understand propaganda techniques. (6-7pts).  My propaganda technique(s) are identified, and I use a grammar technique, but my explanation may be too simple, basic, etc. (6-7pts). | My propaganda piece is unfinished, unclear, and/or very messy. It is not clear that I understand propaganda techniques (0-5pts).  My propaganda technique(s) aren’t not clearly identified and/or my explanation is confusing, incomplete and/or I am missing my grammar technique and/or there are errors (0-5pts). |

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Score: \_\_\_\_\_\_/20pts