Propaganda

Persuasive language is used in propaganda, as the propagandist tries to convince and persuade the audience of their viewpoint or idea.

TECHNIQUES USED IN PROPAGANDA:

Name-calling: Negative names are used for the 'enemy' or opposition, so that the audience has an emotional response to them and are immediately biased against them

Generalities: Linking positive, general, and commonly accepted words ("love," "family," "democracy") with a person, group, or cause to make an audience approve without careful consideration

Euphemisms: Substituting words or phrases with softer, 'nicer' ones to create a more positive response or to mislead intentionally ("senior citizen" for "old person," "collateral damage" for "civilian casualties")

Appeal to celebrity / authority: using well-known personalities to endorse a person, group, or cause. /An appeal to a 'higher authority' to back up the point

Plain folks/Camaraderie: Trying to convince an audience that someone is "one of them"— this helps to convince the audience that they 'know how they feel', even if they do not

Bandwagon: Claiming that an audience should do something because "everybody else is doing it"- this plays on people's fear of being left out

Fear: Warning an audience that something horrible will happen to them if they don't take certain action

Hyperbole: An exaggeration, or exaggerated statement to make a point ('never'/'always')

How many propaganda techniques can you find used in the following World War posters?

Identify and explain <u>how</u> the technique is used in each of the following. You must find <u>at least</u> one in each.

1

Technique used - _____

How? _____

Is it effective? Why or why not?

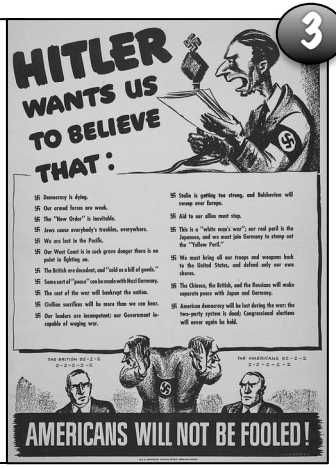
2

Technique used - _____

How? _____

Is it effective? Why or why not?

3

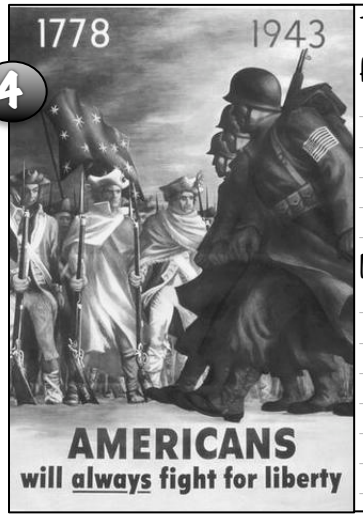


Technique used - _____

How? _____

Is it effective? Why or why not?

4

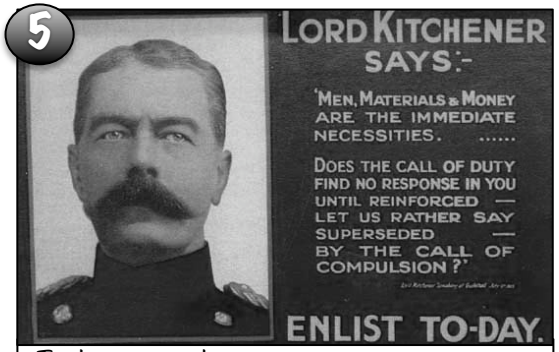


Technique used - _____

How? _____

Is it effective? Why or why not?

5



Technique used - _____

How? _____

Is it effective? Why or why not?