Teacher’s Guide

Propaganda: What’s the Message?

**Learning Objectives.** Students will be able to:

- Differentiate between forms of persuasive media.
- Identify bias, propaganda, and symbolism in media.
- Identify forms of propaganda in use.

**Time Needed:** One to two class periods

**Materials Needed:**
- Student worksheets, Gallery Walk copies

**Copy Instructions:**
- Student packet (*Six pages double-sided; class set*)
- Gallery Walk (*One copy for the room*)

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**STEP BY STEP**

**TEACHER PREP**
Place each page of the *Gallery Walk* around the classroom and divide the class into seven groups prior to teaching this lesson. (The groups will be rotating through these during class.)

**ANTICIPATE**
by asking students how they might try to convince someone to do something. (Examples: parents to extend curfew, teacher to postpone a due date, choice of movie with friends, etc.) Ask students if there are any common techniques.

**DISTRIBUTE**
one student packet to each student.

**READ**
through the packet with the class, answering questions or clarifying terms along the way if needed.

**DIVIDE**
students into up to seven small groups to rotate through the *Gallery Walk* pages.

**INSTRUCT**
students to spend 3-5 minutes at each station and complete the *Gallery Walk* pages in their student packet. (Tip: use an egg timer to keep track of the pace) If you have time for an 8th station, you can ask the students to stop at the challenge page as well.

**REVIEW**
the answers to the stations.

**ASSIGN**
students to complete the two *Activity* pages in their packet as review.

**CLOSE**
by asking students to think of all the places these propaganda techniques can be found. (TV, radio, internet, conversations, advertisements, etc.)

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This lesson plan is part of the *Media and Influence* series by iCivics, Inc. a nonprofit organization dedicated to advancing civic education. For more resources, please visit www.icivics.org/teachers, where you can access the state standards aligned to this lesson plan. Provide feedback to feedback@icivics.org.

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Propaganda

Did you know the average teen is exposed to over 3,000 advertisements per day? Without the skills to look critically at all these messages, it’s easy to be persuaded by them without even realizing it. Propaganda is media that uses carefully-crafted messages to manipulate people’s actions and beliefs. It has one purpose, and one purpose only: to persuade you. There are a variety of propaganda techniques. They use biased, or one-sided, messages and are designed to appeal to peoples’ emotions instead of their judgment and reasoning. How many of the following techniques do you recognize from your own exposure to propaganda?

Testimonials

Testimonials usually involve celebrities or other respected people endorsing, or officially supporting, a product or idea. The person giving the testimonial could be famous, knowledgeable about the product (such as a doctor talking about medicine), or just an ordinary person who claims the product has worked for them. When the testimonial comes from a celebrity, the hope is that you will want to use the product or support the idea simply because they do. Other testimonials try to persuade you to use or support something because it is good for you or it worked for others. Beware, though, because people are usually paid to give endorsements (except in politics).

Ask yourself: Who is quoted in the testimonial? Is this person actually an expert about this product or idea? Does the product or idea have value without the testimony or endorsement?

Bandwagon

“Jumping on the bandwagon” describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. People tend to want to be on the winning team and try to avoid being the odd one out. These messages create a sense of peer pressure to join in.

Ask yourself: Does the message provide reasons for joining the group? Is there any evidence for or against joining in?

Name-Calling

Name-calling is exactly what it sounds like: using negative words and bad names to create fear and dislike for people, ideas, or institutions. Name-calling can be verbal or visual. When done visually, it shows a person or thing in an unflattering way. You can find both kinds of this technique in political cartoons, political attack ads, and on news talk shows.

Ask yourself: Who is being called what? Is there a real connection between the names and the person/idea being attacked?
What’s the Message?

**Glittering Generalities**

This technique always shows the subject of the message in a positive light, but provides little or no information. Glittering generalities use simple, clever slogans that appeal to peoples’ emotions. These general statements are easy to remember but hard to verify because they offer no facts.

Ask yourself: What do these slogans or catchphrases really mean?

**Card Stacking**

Card stacking uses facts and figures to show one side as positive and the other side as negative. The message shows only positive information about the person, product, or idea being promoted, and it shows only damaging information about the opposition or competition. This technique is designed to make you think you are hearing both sides. In reality, you are actually hearing only one perspective.

Ask yourself: Are facts being changed or left out? What other pieces of information do I need to make an informed decision?

**Plain Folks**

The plain folks technique is designed to send the message that a product or person is “just like you.” An advertiser will show an ordinary-looking person who vouches for how well a product works. Politicians have their picture taken visiting coffee shops, riding on tractors, and doing other things that everyday people do. The goal is to gain your trust by showing that people just like you use the product or support the person.

Ask yourself: Can I trust the person who is speaking or acting? What are the person’s motives for visiting this place? Is this person really just like me?

**Transfer**

The transfer technique uses your feelings about one thing to get you to feel the same way about something else. Transfer can use a positive image to persuade you to like something or a negative image to persuade you to dislike something. The images might be symbolic, such as a flag standing for patriotism. They might be cute and lovable, such as a baby penguin. The images could be repulsive, such as diseased skin in an anti-smoking campaign, or they could be hateful, such as comparing a politician to Adolf Hitler. However they are presented, the images act as wordless messages that most people can identify with.

Ask yourself: What is the image trying to get me to feel? Is there an actual connection between the image and the person or product?
**What’s the Message?**

**Station One: Name Calling**

**Image 1.** Explain how the drawing portrays German soldiers:

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does the soldier look human?</td>
<td>Yes  No</td>
</tr>
<tr>
<td>What is on the soldier’s arms?</td>
<td></td>
</tr>
<tr>
<td>What is the soldier trying to do?</td>
<td></td>
</tr>
<tr>
<td>Is this a positive or negative image?</td>
<td>Positive</td>
</tr>
</tbody>
</table>

**Image 2.** What name does this ad want you to connect with the politician?

__________________________

A) The ad is saying that Patty Murray is__________________________.

B) The ad shows Patty Murray as
   - happy
   - unhappy.

C) The advertiser wants people to
   - like
   - dislike this politician.

**The Technique.** Based on what you see in these examples, what three things can be done to make someone or something look bad?

1. _________________________________________

2. _________________________________________

3. _________________________________________

**Station Two: Testimonial**

**Image 1.** Explain the message in this magazine ad:

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the celebrity in this ad?</td>
<td></td>
</tr>
<tr>
<td>What product is she endorsing?</td>
<td></td>
</tr>
<tr>
<td>What does she claim this product has done?</td>
<td></td>
</tr>
<tr>
<td>What message are YOU supposed to take away from this ad?</td>
<td></td>
</tr>
</tbody>
</table>

**Image 2.** Analyze the testimonial in this ad:

A) Who is endorsing whom in this ad?

__________________________ is endorsing _______________________

B) The testimonial is being given by:
   - A celebrity
   - Knowledgeable group of people
   - An ordinary person

C) What is the ad trying to persuade you to do?

__________________________

**The Technique.** Which of the following testimonials would convince YOU?

A football quarterback endorsing toothpaste.

A mom endorsing a healthy snack for kids.

Your favorite movie star endorsing broccoli.

Your favorite singer endorsing a brand of shoes.
What’s the Message?

Image 1. Explain the message in this public service announcement:

| What two things are pictured in this image? | 1) | 2) |
| What one is supposed to be scary? | |
| How does the scary image impact the other image? | |
| What is this ad trying to tell you? | |

Image 2. Setting the stage:

A) What are the 2 symbols of patriotism you see in this image?
   1. _______________________________
   2. _______________________________

B) What are these symbols supposed to make you believe about the candidate?
   - He is from New York.
   - His favorite color is red.
   - He loves America.

The Technique. Think about whether the transfer messages in these images are accurate:

A) Is there an actual connection between car wrecks and alcoholic beverages?
   - Yes
   - No
   - Need more information to decide

B) Is there an actual connection between this politician and the symbols in the picture?
   - Yes
   - No
   - Need more information to decide

Image 1. Explain the message in this soda ad:

| What does this ad tell you about Coca-Cola? |
| How much information is provided in the ad? |
| - A lot | - Some | - A little | - None |
| How much do you already know about Coca-Cola? |
| - A lot | - Some | - A little | - None |
| How is this message supposed to make you feel? |
| - Positive | - Neutral | - Negative |

Image 2. Match each question below with the piece of campaign propaganda that it challenges.

_____ What specific leadership qualifications does he have?
_____ What does this future hold?
_____ What, specifically, should Americans hope for?
_____ What, exactly, can we do?
_____ Why should I like him?
_____ Can anyone really guarantee peace and prosperity?

The Technique. Describe how glittering generalities tries to persuade people. What tools does it use? Unscramble the words below.

Igsnosa ____________________________

and

cthca esrhasp ____________________________

that are

ispmel & revcel ____________________________
What’s the Message?

Image 1. “Plain” President?
A) Do you think this is where the President and Vice President usually eat?
   - Yes  - No
B) Find one detail in this picture that makes it look like the kind of place everyday people might eat:

Image 2. Campaigning with workers.
A) What message is this photo trying to send?
   - Perry wishes he could wear a hard hat too
   - Perry wants to invest in this company
   - Perry can relate to average people
B) Find one thing in this picture that shows these workers are “plain folks”:

C) The politicians in both images still look different from everyone else because they are wearing __________.

The Technique. Mark the question that would NOT be helpful for analyzing this technique.
   - Would the President eat here if there were no cameras photographing him?
   - Why is Perry visiting these workers?
   - Is the woman with the water a Republican?

Image 3. Explain the message in this ad:
A) The woman in the ad looks
   - glamorous  - normal
B) Find one detail in this picture that makes the woman look like a regular person:

Station Five: Plain Folks

Image 2. Campaigning with workers.
A) What message is this photo trying to send?
   - Perry wishes he could wear a hard hat too
   - Perry wants to invest in this company
   - Perry can relate to average people
B) Find one thing in this picture that shows these workers are “plain folks”:

C) The politicians in both images still look different from everyone else because they are wearing __________.

Station Six: Bandwagon

Image 1. Explain the message in this ad for laundry detergent:

<table>
<thead>
<tr>
<th>What difference do you see between the teams?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Tide’s slogan?</td>
</tr>
<tr>
<td>Which team are you supposed to prefer?</td>
</tr>
<tr>
<td>Yes  - No</td>
</tr>
<tr>
<td>#2 Brand  - Tide</td>
</tr>
<tr>
<td>Why are you supposed to want to be on that team?</td>
</tr>
</tbody>
</table>

Image 2. Analyze this World War II poster:
A) When Rosie says “we,” who is she talking to?
   - All Americans
   - American women
   - Factory workers

B) Look at Rosie. Find one characteristic or quality Rosie has that other women might wish for:

The Technique. The bandwagon technique is most like:
   - Peer pressure
   - Advice
   - Getting in trouble

Why? ________________________________________

______________________________________________

______________________________________________

______________________________________________
What’s the Message?  

Station Seven: Card Stacking

**Image 1.** Explain the message about this cell phone provider ad:

<table>
<thead>
<tr>
<th>What can you learn about Verizon?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you learn about AT&amp;T?</td>
<td></td>
</tr>
<tr>
<td>Can you tell whether AT&amp;T has any benefits Verizon doesn’t have?</td>
<td>Yes</td>
</tr>
<tr>
<td>Why can’t you trust the information in this ad?</td>
<td></td>
</tr>
</tbody>
</table>

**Image 2.**

A) Which product is this ad promoting?
   - Omega-9 Canola Oil
   - Partially Hydrogenated Soybean Oil

B) The ad mentions reducing “Bad Fat.” Is it clear what “bad fat” is?
   - Yes
   - No

C) Does this ad show any information about the possible benefits of soybean oil?
   - Yes
   - No

**The Technique.** Think about whether you can base a decision on these messages:

- Do card stacking messages give you information?
  - Yes
  - No

- Do they give you the benefits and drawbacks of both items being compared?
  - Yes
  - No

- Do they give you enough information to really understand both products?
  - Yes
  - No

Station Eight: Challenge Image

**Romney/Rock Image.** Explain the message in this photo op:

<table>
<thead>
<tr>
<th>Who is endorsing whom in this photograph?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>What is hanging in the background?</td>
<td></td>
</tr>
<tr>
<td>Which group of people would most likely be persuaded by this image? (check all that apply)</td>
<td>Senior citizens</td>
</tr>
<tr>
<td>Jazz music fans</td>
<td>Voters age 18-40</td>
</tr>
<tr>
<td>Which <strong>two</strong> propaganda techniques are applied in this scene?</td>
<td>Technique #1</td>
</tr>
<tr>
<td>How do you know these techniques are being used?</td>
<td></td>
</tr>
</tbody>
</table>
What’s the Message?

Vocabulary. Match each term with its definition.

___1. Propaganda

___2. Bias

___3. Endorse

___4. Symbol

A. Something that stands for or represents something else
B. Officially support a product, candidate or idea
C. Messages that are made to manipulate people’s actions and beliefs
D. Only shows one side of a debate

You’re Biased! Read each message and decide if it is biased. Then identify which propaganda technique is used.

What’s the Message?

Name:

___1. Propaganda

___3. Endorse

___2. Bias

___4. Symbol

A. Something that stands for or represents something else
B. Officially support a product, candidate or idea
C. Messages that are made to manipulate people’s actions and beliefs
D. Only shows one side of a debate

Cats v. Dogs

Cats...  
- Bathe themselves  
- Litter trained  
- Purr

Dogs...  
- Always getting dirty  
- Has to be walked  
- Barks a lot

Is this message biased? Yes  No
If it is, what propaganda technique does it use?
A. Plain Folks  B. Card Stacking

New Video Game

“Thrill a minute!”
“The best game out there!”
“Exciting stuff!”

Is this message biased? Yes  No
If it is, what propaganda technique does it use?
A. Glittering Generalities  B. Bandwagon

Restaurant Menu

Starters

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>House Salad</td>
<td>4.50</td>
</tr>
<tr>
<td>Mozzarella Sticks</td>
<td>5.50</td>
</tr>
<tr>
<td>Calamari</td>
<td>6.00</td>
</tr>
<tr>
<td>Garlic Cheese Bread</td>
<td>4.50</td>
</tr>
</tbody>
</table>

Is this message biased? Yes  No
If it is, what propaganda technique does it use?
A. Testimonial  B. Transfer

Symbols. Circle one of the symbols above and answer the questions that follow.

5. What IDEA does this symbol stand for?

6. If you put this symbol on your backpack, what message would you be sending?

7. How could this symbol be used in propaganda?

iCivics
What’s the Message?

Cartoon Time Follow the steps to create your own piece of propaganda.

Step One: Read each side of the two debates and pick a side for your piece of propaganda.

- All students should have the summers off from school.
- Students should attend school all year long.

- Coke is the best kind of soda.
- Pepsi is the best kind of soda.

Step Two: Select the type of propaganda technique you will use in the cartoon.

- Name Calling
- Glittering Generalities
- Transfer
- Testimonial
- Plain Folks
- Card Stacking
- Bandwagon

Step Three: Use the space below to create your propaganda cartoon. Make sure you use what you have learned in this lesson!
**What’s the Message?**

**Name: **TEACHER GUIDE**

### Station One: Name Calling

**Image 1.** Explain how the drawing portrays German soldiers:

<table>
<thead>
<tr>
<th>Does the soldier look human?</th>
<th>Yes ☐ No ☑, he looks like: a gorilla or ape, monster, etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is on the soldier’s arms?</td>
<td>blood</td>
</tr>
<tr>
<td>What is the soldier trying to do?</td>
<td>grab the world, attack Europe, etc.</td>
</tr>
<tr>
<td>Is this a positive or negative image?</td>
<td>Positive ☐ Negative ☑</td>
</tr>
</tbody>
</table>

**Image 2.** What name does this ad want you to connect with the politician?

**Reckless**

A) The ad is saying that Patty Murray is **Reckless**.

B) The ad shows Patty Murray as

- ☐ happy
- ☑ unhappy.

C) The advertiser wants people to

- ☐ like
- ☑ dislike this politician.

**The Technique.** Based on what you see in these examples, what three things can be done to make someone or something look bad?

1. **using negative words**

2. **bad names**

3. **unflattering images**

### Station Two: Testimonial

**Image 1.** Explain the message in this magazine ad:

<table>
<thead>
<tr>
<th>Who is the celebrity in this ad?</th>
<th>Jennifer Hudson, singer and actress</th>
</tr>
</thead>
<tbody>
<tr>
<td>What product is she endorsing?</td>
<td>Weight Watchers weight loss program</td>
</tr>
<tr>
<td>What does she claim this product has done?</td>
<td>Helped her lose weight</td>
</tr>
<tr>
<td>What message are YOU supposed to take away from this ad?</td>
<td>You can lose weight like she did with Weight Watchers</td>
</tr>
</tbody>
</table>

**Image 2.** Analyze the testimonial in this ad:

A) Who is endorsing whom in this ad?

*The American Federation of Teachers* is endorsing **Hilary Clinton**

B) The testimonial is being given by:

- ☐ A celebrity
- ☑ Knowledgeable group of people
- ☐ An ordinary person

C) What is the ad trying to persuade you to do?

*Support Hilary Clinton too*

**The Technique.** Which of the following testimonials would convince YOU?

- A football quarterback endorsing toothpaste.
- A mom endorsing a healthy snack for kids.
- Your favorite movie star endorsing broccoli.
- Your favorite singer endorsing a brand of shoes.
**What’s the Message?**

Name: **TEACHER GUIDE**

### Station Three: Transfer

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What two things are pictured in this image?</td>
<td>1) alcoholic beverage  2) car crash/wreck</td>
</tr>
<tr>
<td>Which one is supposed to be scary?</td>
<td>The car crash</td>
</tr>
<tr>
<td>How does the scary image impact the other image?</td>
<td>The car crash makes the drink look less cool</td>
</tr>
<tr>
<td>What is this ad trying to tell you?</td>
<td>Drinking and cars do not mix</td>
</tr>
</tbody>
</table>

#### Image 2. Setting the stage:

A) What are the 2 symbols of patriotism you see in this image?
   1. Statue of Liberty
   2. American flags

B) What are these symbols supposed to make you believe about the candidate?
   - He is from New York.
   - His favorite color is red.
   - He loves America.

#### Image 1. Explain the message in this soda ad:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What does this ad tell you about Coca-Cola?</td>
<td>Nothing, it goes well with other things...</td>
</tr>
<tr>
<td>How much information is provided in the ad?</td>
<td>A lot, Some, A little, None</td>
</tr>
<tr>
<td>How much do you already know about Coca-Cola?</td>
<td>A lot, Some, A little, None</td>
</tr>
<tr>
<td>How is this message supposed to make you feel?</td>
<td>Positive, Neutral, Negative</td>
</tr>
</tbody>
</table>

#### Image 2. Match each question below with the piece of campaign propaganda that it challenges.

- **F**. What specific leadership qualifications does he have?
- **E**. What does this future hold?
- **C**. What, specifically, should Americans hope for?
- **A**. What, exactly, can we do?
- **B**. Why should I like him?
- **D**. Can anyone really guarantee peace and prosperity?

#### The Technique. Think about whether the transfer messages in these images are accurate:

A) Is there an actual connection between car wrecks and alcoholic beverages?
   - Yes
   - No
   - Need more information to decide

B) Is there an actual connection between this politician and the symbols in the picture?
   - Yes
   - No
   - Need more information to decide

### Station Four: Glittering Generalities

#### Image 1. Explain the message in this soda ad:

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>What does this ad tell you about Coca-Cola?</td>
<td>Nothing, it goes well with other things...</td>
</tr>
<tr>
<td>How much information is provided in the ad?</td>
<td>A lot, Some, A little, None</td>
</tr>
<tr>
<td>How much do you already know about Coca-Cola?</td>
<td>A lot, Some, A little, None</td>
</tr>
<tr>
<td>How is this message supposed to make you feel?</td>
<td>Positive, Neutral, Negative</td>
</tr>
</tbody>
</table>

#### The Technique. Describe how glittering generalities tries to persuade people. What tools does it use? Unscramble the words below.

- Igsnosa ___slogans___
- Cthca esrhaps ___catch phrases___
- That are ___simple and clever___

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*ICIVICS*
What’s the Message?

**Station Five: Plain Folks**

**Image 1.** 
“Plain” President?

A) Do you think this is where the President and Vice President usually eat?

- [ ] Yes
- [x] No

B) Find one detail in this picture that makes it look like the kind of place everyday people might eat:

*Answers will vary, paper towels, ketchup, etc.*

**Image 3.** Explain the message in this ad:

A) The woman in the ad looks

- [ ] glamorous
- [x] normal

B) Find one detail in this picture that makes the woman look like a regular person:

*Answers will vary, at a gym, no makeup, pulled back hair, etc.*

**Station Six: Bandwagon**

**Image 1.** Explain the message in this ad for laundry detergent:

<table>
<thead>
<tr>
<th>What difference do you see between the teams?</th>
<th>Sad/happy, clean/dirty, different detergents</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is Tide’s slogan?</td>
<td><em>It’s cleaner on the Tide side. or You can trust Tide...</em></td>
</tr>
<tr>
<td>Which team are you supposed to prefer?</td>
<td>- [ ] #2 Brand</td>
</tr>
<tr>
<td>- [x] Tide</td>
<td></td>
</tr>
<tr>
<td>Why are you supposed to want to be on that team?</td>
<td><em>It is winning and it’s cleaner/happier.</em></td>
</tr>
</tbody>
</table>

**Image 2.** Analyze this World War II poster:

A) When Rosie says “we,” who is she talking to?

- [ ] All Americans
- [x] American women
- [ ] Factory workers

B) Look at Rosie. Find one characteristic or quality Rosie has that other women might wish for:

*Answers will vary: confidence, strength, a job, nice handkerchief...*

**Image 2.** Campaigning with workers.

A) What message is this photo trying to send?

- [ ] Perry wishes he could wear a hard hat too
- [ ] Perry wants to invest in this company
- [x] Perry can relate to average people

B) Find one thing in this picture that shows these workers are “plain folks”:

*Answers will vary, hard hats, working jacket, etc.*

C) The politicians in both images still look different from everyone else because they are wearing *suits.*

**The Technique.** Mark the question that would NOT be helpful for analyzing this technique.

- [ ] Would the President eat here if there were no cameras photographing him?
- [ ] Why is Perry visiting these workers?
- [x] Is the woman with the water a Republican?

**Image 2.** 
Campaigning with workers.
What’s the Message?  Name:  **TEACHER GUIDE**

Station Seven: Card Stacking

**Image 1.** Explain the message about this cell phone provider ad:

<table>
<thead>
<tr>
<th>What can you learn about Verizon?</th>
<th>5X more 3G coverage, map is almost filled in</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you learn about AT&amp;T?</td>
<td>A lot less map coverage, less 3G coverage than AT&amp;T</td>
</tr>
<tr>
<td>Can you tell whether AT&amp;T has any benefits Verizon doesn’t have?</td>
<td>☐ Yes ☐ No</td>
</tr>
<tr>
<td>Why can’t you trust the information in this ad?</td>
<td>It does not give enough information</td>
</tr>
</tbody>
</table>

**Image 2.**

A) Which product is this ad promoting?

☐ Omega-9 Canola Oil
☐ Partially Hydrogenated Soybean Oil

B) The ad mentions reducing “Bad Fat.” Is it clear what “bad fat” is?

☐ Yes ☐ No

C) Does this ad show any more information about the possible benefits of the soybean oil?

☐ Yes ☐ No

**The Technique.** Think about whether you can base a decision on these messages:

Do card stacking messages give you information?

☐ Yes ☐ No

Do they give you the benefits and drawbacks of both items being compared?

☐ Yes ☐ No

Do they give you enough information to really understand both products?

☐ Yes ☐ No

Station Eight: Challenge Image

**Romney/Rock Image.** Explain the message in this photo op:

<table>
<thead>
<tr>
<th>Who is endorsing whom in this photograph?</th>
<th>Kid Rock is endorsing Mitt Romney</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is hanging in the background?</td>
<td>The American Flag</td>
</tr>
<tr>
<td>Which group of people would most likely be persuaded by this image? (check all that apply)</td>
<td>☐ Senior citizens ☐ Kids under 18 ☑ Rock music lovers ☐ Jazz music fans ☑ Voters age 18-40 ☐ Men ☐ Women</td>
</tr>
<tr>
<td>Which <strong>two</strong> propaganda techniques are applied in this scene?</td>
<td>Technique #1 Transfer Technique #2 Testimonial/Endorsement</td>
</tr>
<tr>
<td>How do you know these techniques are being used?</td>
<td>There is an American flag as the backdrop to the stage. This symbolizes patriotism. The music star, Kid Rock is publically showing his support for presidential candidate Mitt Romney.</td>
</tr>
</tbody>
</table>
**What’s the Message?**

**Vocabulary.** Match each term with its definition.

- **C** 1. Propaganda
  - A. Something that stands for or represents something else
- **D** 2. Bias
  - B. Officially support a product, candidate or idea
- **A** 3. Endorse
  - C. Messages that are made to manipulate people’s actions and beliefs
- **B** 4. Symbol
  - D. Only shows one side of a debate

**You’re Biased!** Read each message and decide if it is biased. Then identify which propaganda technique is used.

**Cats vs. Dogs**

- Cats...
  - Bathe themselves
  - Litter trained
  - Purr

- Dogs...
  - Always getting dirty
  - Has to be walked
  - Barks a lot

Is this message biased? **Yes**

If it is, what propaganda technique does it use? **B. Card Stacking**

**New Video Game**

- “Thrill a minute!”
- “The best game out there!”
- “Exciting stuff!”

Is this message biased? **Yes**

If it is, what propaganda technique does it use? **A. Glittering Generalities**

**Restaurant Menu**

**Starters**

- House Salad 4.50
- Mozzarella Sticks 5.50
- Calamari 6.00
- Garlic Cheese Bread 4.50

Is this message biased? **No**

If it is, what propaganda technique does it use? **B. Transfer**

**Symbols.** Circle one of the symbols above and answer the questions that follow.

5. What IDEA does this symbol stand for?

6. If you put this symbol on your backpack, what message would you be sending?

7. How could this symbol be used in propaganda?