**![C:\Users\Julie\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MABXF4W0\MC900186162[1].wmf]()Propaganda Notes Name:**

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| **Examples** | **Class Notes*** **Propaganda:**
* Propaganda is a type of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ created and used to influence the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a person or group of people. Various techniques are used to persuade people to think a certain way.
* Propaganda is used in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and other public messages. Propaganda is often used to **negatively** influence people, but it can also be used in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* When people try to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you, they use certain methods to get you to think a certain way:
* A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a catchy phrase that is used to sell a service or a product.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: The name of a product or a word associated with the product is repeated several times. This makes people \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the product or the message.
* When people try to persuade us, they know how to:
* Target their audiences. A \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the intended group for which something is performed or marketed.* Use appropriate persuasive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* **Propaganda Techniques**
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ persuades the audience to join in and do what "everyone else is doing".
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attempts to appeal to the target audience's psychological, social, or emotional needs instead of one's sense of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ uses famous people or institutions to sell an idea or product. The people/institutions don't necessarily have anything in common with the idea/product.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ depicts attractive, happy people. It attempts to make the audience feel that they too can be happy and successful.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ seems to give something desirable to the target audience.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ can be direct or indirect. This technique calls out the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attempts to reflect the common sense of the "\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_".
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ labels the objects of the advertisement or message as something the target audience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, or finds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
* C:\Users\Julie\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MABXF4W0\MC900286088[1].wmf\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ use impressive/expressive language that is vague and has little meaning.
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