**C:\Users\Julie\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\MABXF4W0\MC900186162[1].wmfPropaganda 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. |