

Propaganda is the use of different communication techniques designed to influence others. They are designed to appeal to people's emotions so that they will be more likely to do or buy what is being offered. The purpose of propaganda techniques is to sway the opinions of the audience.

PRE-WRITING PROPAGANDA TECHNIQUES

LOADED WORDS

Using words and phrases that have a strong emotional impact.

Example: *Love is the most important thing in life. That's why people who care deeply about others send Love Words greeting cards.*

Class Example:

Without the Homework Do-inator 3,000 you will fail all of your classes.

My Example:

ENDORSEMENT

Associating the product or service with a well-known organization or person.

Example: *Professional athlete, Mya Richards, only wears our shoes.*

Class Example:

Oprah used the Homework Do-inator 3,000, and look how well that turned out!

My Example:

GLITTERING GENERALITY

Employ vague, sweeping statements that are associated with something desirable.

Example: *When you're driving around in our automobile, you'll be the star of the town.*

Class Example:

If you want more free time, quick and easy homework, and perfect grades, then what you need is the Homework Do-inator 3,000.

My Example:

PRE-WRITING PROPAGANDA TECHNIQUES

NAME CALLING

Stating or implying that the competition is wrong or inferior.
Example: *Unlike the other leading brands, our soap will actually make you clean without leaving behind a soapy residue.*

Class Example:

Other brands may try to compete, but nothing will get your homework done correctly like the Homework Do-inator 3,000!

My Example:

PLAIN FOLKS

Using ordinary people or trying to sound ordinary in order to sell or persuade people.
Example: *Julie Smith, a local school teacher, just loves using Clean It! Wipes.*

Class Example:

Charlie Wilson said, "Before I got the Homework Do-inator 3,000 I was failing and miserable. Now, life is good and my grades are, too."

My Example:

BANDWAGON

Stress the idea that most people are doing something and they should too.
Example: *Buy a ticket, and join thousands of families who have already brightened their children's futures.*

Class Example:

Every kid in the nation is acing school with the Homework Do-inator 3,000.

My Example: