

Explain Analyze the visual as a class, and ask students the following questions:

- Why is propaganda that uses famous people effective? (*The public pays attention to what famous people say and often believes them. Also, many people will do something simply because their favorite movie star, singer, or athlete tells them to do it, without analyzing the issue for themselves.*)
- Why is propaganda that uses generalities effective? (*It can cause a response in people without the need for details that might cause someone to pause to think the issue through before taking action. In those situations, people often respond to the emotion and general point of the argument, without thoroughly analyzing the issue or asking thoughtful questions.*)
- Why is card stacking effective? (*Card stacking is effective because it has the ring of authority and makes it appear that an issue has already been decided. When a newspaper publishes a headline like “Bush Wins!” before an election is decided, many people will think this is what happened and accept it as fact. Then, attempts to question the outcome of the election are viewed negatively because they appear to be attempts to interfere with the legitimate democratic process. Card stacking is especially effective when it is done by the media because people tend to believe what they read in newspapers or see on television.*)

Extend Have students plan a propaganda campaign. Tell students to choose an issue that they feel strongly about or would like to investigate. Ask: If this issue were about to be decided in an election, what kind of propaganda could they use to help determine the outcome? What propaganda techniques would be especially effective for this issue? Who would they use for testimonials? Who would spearhead a bandwagon effort? What generalities might be invoked? Is there an opportunity for a plain-folks appeal? How might card stacking be used? Have students create several ads or posters that might be used in their campaign. Ask students to share their propaganda campaigns with the class. Then discuss the various techniques and analyze why they would or would not be effective in a real campaign.

6 Propaganda Techniques

Propaganda is speech that is meant to persuade. A variety of techniques are used to persuade people and to shape public opinion.



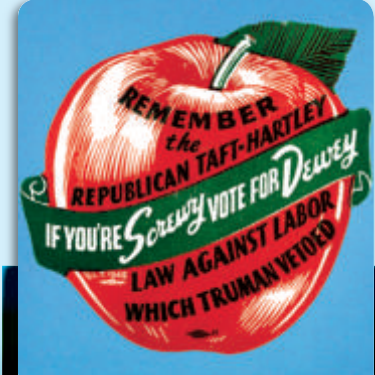
1 Testimonial

Bono of the rock band U2 tells about his work in Africa while lobbying the U.S. government to send aid to the continent.



2 Bandwagon

Organizations persuade young people to vote by showing celebrities, like Natalie Portman, who support their causes.



3 Name Calling

The Harry S. Truman campaign for president criticizes opponents.



4 Glittering Generalities

Former Attorney General John Ashcroft gives a speech on the Patriot Act that includes an emotional appeal to the ideal of liberty.



5 Plain-Folks Appeal

California Governor Arnold Schwarzenegger appeals for transportation funding by picking up a rake and helping workers fill potholes.



6 Card Stacking

One newspaper uses card stacking to show only one version of the disputed 2000 presidential election, which was undecided for weeks.