

Wednesday, November 23, 2005



UNDERSTANDING THE MEDIA

Distribute advertisements cut from newspapers, and ask students to list the products in order, according to the appeal of the ads. Create a chart showing how students rated each product. Then distribute a list of the following propaganda techniques:

- * Bandwagon -- the implication that "everybody else is doing it."
- * Plain folks -- the implication that "users of this product are just like you."
- * Card stacking -- distorting or omitting facts.
- * Name-calling -- stereotyping people or ideas.
- * Glittering generalities -- using "good" labels, such as patriotic, beautiful, exciting, that are unsupported by facts.
- * Testimonial -- an endorsement by a famous person.
- * Snob appeal -- the implication that only the richest, smartest, or most important people are doing it.
- * Transference -- the association of a respected person with a product or idea.

Discuss each ad, and determine the propaganda technique(s) used. Ask: *Which techniques were most effective? Which were least effective? What factors, such as gender, geographic location, or age, might have influenced the effectiveness of each technique?* As a follow-up to the activity, you might ask students to design their own ads using one of the propaganda techniques studied.

FOR FURTHER INFORMATION, PLEASE CALL:
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