

PROPAGANDA

POWER AND PERSUASION



This resource supports
the Propaganda
PowerPoint

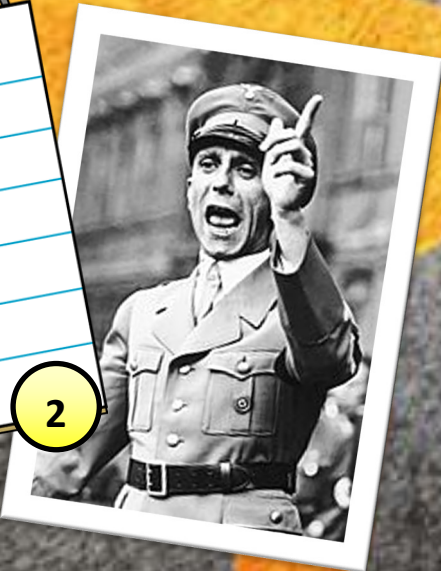
Propaganda

Define Propaganda

1

Most important line ?

2



Propaganda Techniques

1. Bandwagon - peer pressure, and everyone else is doing it!

2.

3.

4.

5.

6.

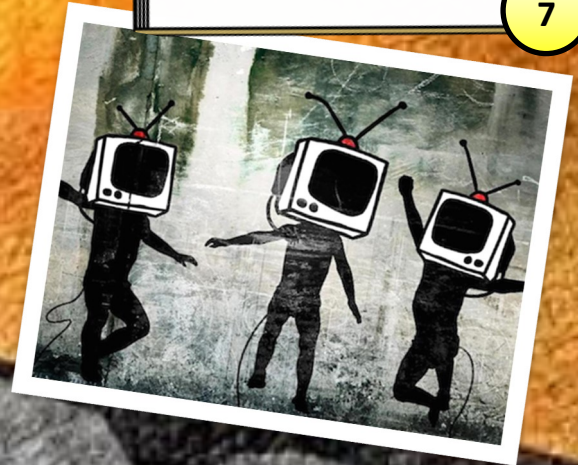
7.

8. Others ? E.G. Repetition

3

Message Here?

7



Strategies Used ?

4

5

6

Propaganda 2

Social Media and Fake News

- 1.
- 2.
- 3.
- 4.

11

Rank Newspapers

12

Most important quote?

10

Emotion Targeted

14



Emotion Targeted in Poster

14

Why is it important to educate YOURSELF ?

13

Motive: origin and the 'why'

 **Mission** : to evaluate people and the motives behind their thoughts, beliefs and words.



Least Trustworthy Person

Motive to Persuade or Lie ?

1

2

3

4

5

6

7

8

9

Recognising Bias: Trump's Tweets

8

Discover: how to recognise bias **Explore:** the mind of Donald J. Trump **Skill:** source analysis and evaluation.

B

Arrogant. Only interested in **own opinion**. Not tolerant of other people's beliefs or opinions.

I

Focus only on the good or bad. **Not at all balanced**. Subjective not objective.

A

Boasts about own achievements OR disrespects those of others.

S

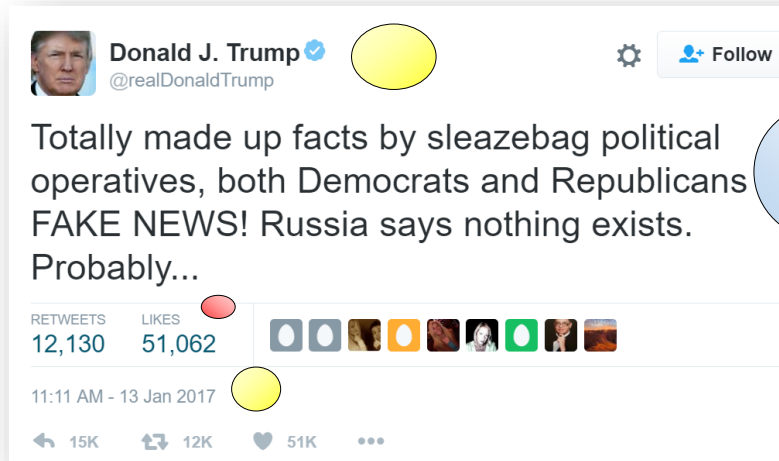
Contains reactive, **emotional**, strong words (e.g. superlatives) look out for use of CAPS and !!!!!

E

Takes the truth but makes it much smaller or bigger. Or may just lie.

D

The information is **not corroborated** by other more reliable sources of information.



Source CONTENT Reliability (What: Use **BIASED** to help)

The content is / is not reliable
Reason 1: _____

Example: _____

The content is / is not reliable
Reason 2: _____

Example: _____

Source Origin Reliable? (Who , When, Where)

The origin is / not reliable..

Source Purpose Reliability (Why / Motive)








The purpose is / not reliable..

Overall Source Usefulness:	Not Useful	1	2	3	4	5	6	7	8	9	10	Very Useful
Overall Source Reliability:	Very Unreliable	1	2	3	4	5	6	7	8	9	10	Very Reliable

Propaganda Techniques

Add the heading of each example from the PowerPoint to show the propaganda technique or techniques used.

Task : to give examples of propaganda techniques (use the PPT for advert, classic and modern / contemporary)

Technique 	Adverts 	Classic 	Trump 	Modern 	The Nazis 	Personal 
Bandwagon Join the party					Nuremberg Rallies	
Plain Folks I am just like you						
Testimonials Celebrity review						
Generalisation Superlatives 'best'						
Card Stacking One Sided						
Name Calling To create fear					'November Criminals'	
Transfer Symbols						
Repetition Repetition						



'If you tell a lie big enough and keep repeating it, people will eventually come to believe it. There was no point in seeking to convert the intellectuals. For intellectuals would never be converted and would anyways always yield to the stronger, and this will always be 'the man in the street.' Arguments must therefore be crude, clear and forcible, and appeal to emotions and instincts, not the intellect. The rank and file are usually much more primitive than we imagine. Propaganda must therefore always be essentially simple and repetitive.'

Joseph Goebbels: Nazi Minister for Propaganda and Enlightenment, c 1942.

Who created this source: _____ their job, role or position: _____

Who is it for / audience: _____

When was it created: Year: _____ Century: _____ BCE CE Primary Secondary Tertiary

Where is the person who created the source from ? _____

What type of source is it: Letter / Speech / Diary / Other : _____

What is the content of the source. Summarise this in your own words rather than just copy out lines.

Firstly the source says: _____

Furthermore it reveals: _____

Additionally it illustrates : _____

Finally it shows us : _____

Why was the source created. Is there a special reason or motive ? _____

Use the bias indicators below to help decide if the source is reliable or not. Think about 1: **Provenance**, the origins or where the source came from . 2: **Content**, what the source says 3: **Corroboration**, is the content supported by other sources or your own knowledge?

C O N T E N T	Unreliable	What	Reliable	P R O V E N A N C E	Who	When	Where	Why
	Uses opinions One sided Strong Language Emotional Confused Boastful Exaggerates Subjective Not Corroborated	Softer Language Calm Clear Modest Understates Objective Corroborated	Could the person know things others do not? Do they have an important job? Is the person trustworthy? Could their 'audience' influence what is said or written?		Primary sources from a good eyewitness may be truthful, <u>but</u> they can also be confused or emotional. Primary sources may be recorded a long time after the event so the person may have forgotten some details. Secondary sources may get changed over time. The person was not there, <u>but</u> they can be written with less emotion and using information that was not available at the time..	Where a person comes from may influence the reliability of a source. For example, a German in 1942 may be biased towards a Jewish person and a Jewish person may feel angry towards Germans even today.	Does the person have a motive or a reason to lie? Does the person have a reason to tell the truth? Could it be propaganda?	

Unreliable 1 2 3 4 5 6 7 8 9 10 **Reliable**

1: Source provenance may may not make the source reliable because: _____

Example from the source : " _____ "

2: The source content may may not make the source reliable because: _____

Example from the source : " _____ "

3: Any other ideas why the source may or may not be reliable. Is the source supported / corroborated?

PROPAGANDA

BY

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