What's the Message?

Name: **TEACHER GUIDE**

Station One: Name Calling

Image 1. Explain how the drawing portrays German soldiers:

Does the soldier look human?	❑ Yes ☒ No, he looks like: *a gorilla or ape, monster, etc.*
What is on the soldier's arms?	*blood*
What is the soldier trying to do?	*grab the world, attack Europe, etc.*
Is this a positive or negative image?	❑ Positive ☒ Negative

Image 2. What name does this ad want you to connect with the politician?

Reckless

A) The ad is saying that Patty Murray is

Reckless .

B) The ad shows Patty Murray as

❑ happy ☒ unhappy.

C) The advertiser wants people to

❑ like ☒ dislike this politician.

The Technique. Based on what you see in these examples, what three things can be done to make someone or something look bad?

1. *using negative words*

2. *bad names*

3. *unflattering images*

Station Two: Testimonial

Image 1. Explain the message in this magazine ad:

Who is the celebrity in this ad?	*Jennifer Hudson, singer and actress*
What product is she endorsing?	*Weight Watchers weight loss program*
What does she claim this product has done?	*Helped her lose weight*
What message are YOU supposed to take away from this ad?	*You can lose weight like she did with Weight Watchers*

Image 2. Analyze the testimonial in this ad:

A) Who is endorsing whom in this ad?

The American Federation of Teachers is endorsing

Hilary Clinton

B) The testimonial is being given by:

❑ A celebrity
☒ Knowledgeable group of people
❑ An ordinary person

C) What is the ad trying to persuade you to do?

Support Hilary Clinton

The Technique. Which of the following testimonials would convince YOU?

A football quarterback endorsing toothpaste.

A mom endorsing a healthy snack for kids.

Your favorite movie star endorsing broccoli.

Your favorite singer endorsing a brand of shoes.

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What's the Message?

Station Three: Transfer

What two things are pictured in this image?	1) *alcoholic beverage* 2) *car crash/wreck*
Which one is supposed to be scary?	*The car crash*
How does the scary image impact the other image?	*The car crash makes the drink look less cool*
What is this ad trying to tell you?	*Drinking and cars do not mix*

Image 2. Setting the stage:

A) What are the 2 symbols of patriotism you see in this image?

    1. <u>*Statue of Liberty*</u>

    2. <u>*American flags*</u>

B) What are these symbols supposed to make you believe about the candidate?

    ❑ He is from New York.
    ❑ His favorite color is red.
    ☒ He loves America.

The Technique. Think about whether the transfer messages in these images are accurate:

A) Is there an actual connection between car wrecks and alcoholic beverages?

    ❑ Yes ❑ No ☒ Need more information to decide

B) Is there an actual connection between this politician and the symbols in the picture?

    ❑ Yes ❑ No ☒ Need more information to decide

Station Four: Glittering Generalities

Image 1. Explain the message in this soda ad:

What does this ad tell you about Coca-Cola?	*Nothing, it goes well with other things...*			
How much information is provided in the ad?	❑ A lot	❑ Some	❑ A little	☒ None
How much do you already know about Coca-Cola ?	❑ A lot	❑ Some	❑ A little	❑ None
How is this message supposed to make you feel?	☒ Positive	❑ Neutral	❑ Negative	

Image 2. Match each question below with the piece of campaign propaganda that it challenges.

<u>*F*</u> What specific leadership qualifications does he have?

<u>*E*</u> What does this future hold?

<u>*C*</u> What, specifically, should Americans hope for?

<u>*A*</u> What, exactly, can we do?

<u>*B*</u> Why should I like him?

<u>*D*</u> Can anyone really guarantee peace and prosperity?

The Technique. Describe how glittering generalities tries to persuade people. What tools does it use? Unscramble the words below.

lgsnosa <u> *slogans* </u>

and

cthca esrhasp <u> *catch phrases* </u>

that are

ispmel & revcel <u> *simple and clever* </u>

What's the Message?

Name: ****TEACHER GUIDE****

Station Five: Plain Folks

Image 1. "Plain" President?

A) Do you think this is where the President and Vice President usually eat?

❑ Yes ☒ No

B) Find one detail in this picture that makes it look like the kind of place everyday people might eat:

Answers will vary, paper towels, ketchup, etc.

Image 3. Explain the message in this ad:

A) The woman in the ad looks

❑ glamorous ☒ normal

B) Find one detail in this picture that makes the woman look like a regular person:

Answers will vary, at a gym, no makeup, pulled back hair, etc.

Image 2. Campaigning with workers.

A) What message is this photo trying to send?

❑ Perry wishes he could wear a hard hat too
❑ Perry wants to invest in this company
☒ Perry can relate to average people

B) Find one thing in this picture that shows these workers are "plain folks":

Answers will vary, hard hats, working jacket, etc.

C) The politicians in both images still look different from everyone else because they are wearing

suits.

The Technique. Mark the question that would NOT be helpful for analyzing this technique.

❑ Would the President eat here if there were no cameras photographing him?
❑ Why is Perry visiting these workers?
☒ Is the woman with the water a Republican?

Station Six: Bandwagon

Image 1. Explain the message in this ad for laundry detergent:

What difference do you see between the teams?	*Sad/happy, clean/dirty, different detergents*
What is Tide's slogan?	*It's cleaner on the Tide side. or You can trust Tide…*
Which team are you supposed to prefer?	❑ #2 Brand ☒ Tide
Why are you supposed to want to be on that team?	*It is winning and it's cleaner/happier.*

Image 2. Analyze this World War II poster:

A) When Rosie says "we," who is she talking to?

❑ All Americans
☒ American women
❑ Factory workers

B) Look at Rosie. Find one characteristic or quality Rosie has that other women might wish for:

Answers will vary: confidence, strength, a job, nice handkerchief…

The Technique. The bandwagon technique is most like:

☒ Peer pressure
❑ Advice
❑ Getting in trouble

Why? *People want to be on the winning side, or at least not on the losing side.*

What's the Message?

Name: **TEACHER GUIDE**

Station Seven: Card Stacking

Image 1. Explain the message about this cell phone provider ad:

What can you learn about Verizon?	*5X more 3G coverage, map is almost filled in*
What do you learn about AT&T?	*A lot less map coverage, less 3G coverage than AT&T*
Can you tell whether AT&T has any benefits Verizon doesn't have?	❏ Yes ☒ No
Why can't you trust the information in this ad?	*It does not give enough information*

Image 2.

A) Which product is this ad promoting?

   ☒ Omega-9 Canola Oil
   ❏ Partially Hydrogenated Soybean Oil

B) The ad mentions reducing "Bad Fat." Is it clear what "bad fat" is?

   ❏ Yes   ☒ No

C) Does this ad show any more information about the possible benefits of the soybean oil?

   ❏ Yes   ☒ No

The Technique. Think about whether you can base a decision on these messages:

Do card stacking messages give you information?

   ☒ Yes   ❏ No

Do they give you the benefits and drawbacks of both items being compared?

   ❏ Yes   ☒ No

Do they give you enough information to really understand both products?

   ❏ Yes   ☒ No

Station Eight: Challenge Image

Romney/Rock Image. Explain the message in this photo op:

Who is endorsing whom in this photograph?	*Kid Rock* is endorsing → *Mitt Romney*
What is hanging in the background?	*The American Flag*
Which group of people would most likely be persuaded by this image? (check all that apply)	❏ Senior citizens ❏ Kids under 18 ☒ Rock music lovers ❏ Jazz music fans ☒ Voters age 18-40 ☒ Men ☒ Women

| Which **two** propaganda techniques are applied in this scene?	Technique #1 *Transfer*	Technique #2 *Testimonial/Endorsement*
How do you know these techniques are being used?	*There is an American flag as the backdrop to the stage. This symbolizes patriotism.*	*The music star, Kid Rock is publically showing his support for presidential candidate Mitt Romney.*

What's the Message?

Vocabulary. Match each term with its definition.

_C_ 1. Propaganda   _B_ 3. Endorse
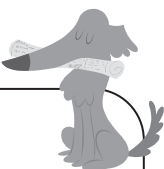
_D_ 2. Bias   _A_ 4. Symbol

A. Something that stands for or represents something else

B. Officially support a product, candidate or idea

C. Messages that are made to manipulate people's actions and beliefs

D. Only shows one side of a debate
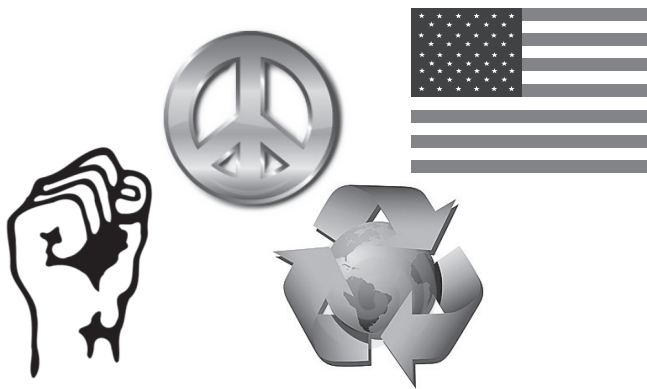
Symbols. Circle one of the symbols above and answer the questions that follow.

5. What IDEA does this symbol stand for?

6. If you put this symbol on your backpack, what message would you be sending?

7. How could this symbol be used in propaganda?

You're Biased! Read each message and decide if it is biased. Then identify which propaganda technique is used.

Cats v. Dogs

Cats...	Dogs...
-Bathe themselves	-Always getting dirty
-Litter trained	-Has to be walked
-Purr	-Barks a lot

Is this message biased?   **Yes**   No

If it is, what propaganda technique does it use?

A. Plain Folks   **B. Card Stacking**

New Video Game

"Thrill a minute!"

"The best game out there!"

"Exciting stuff!"

Is this message biased?   **Yes**   No

If it is, what propaganda technique does it use?

A. Glittering Generalities   B. Bandwagon

Restaurant Menu

Starters

House Salad	4.50
Mozzarella Sticks	5.50
Calamari	6.00
Garlic Cheese Bread	4.50

Is this message biased?   Yes   **No**

If it is, what propaganda technique does it use?

A. Testimonial   B. Transfer

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