

Propaganda

Column 1	Column 2	Column 3	Column 4	Column 5
<u>\$100</u>	<u>\$100</u>	<u>\$100</u>	<u>\$100</u>	<u>\$100</u>
<u>\$200</u>	<u>\$200</u>	<u>\$200</u>	<u>\$200</u>	<u>\$200</u>
<u>\$300</u>	<u>\$300</u>	<u>\$300</u>	<u>\$300</u>	<u>\$300</u>
<u>\$400</u>	<u>\$400</u>	<u>\$400</u>	<u>\$400</u>	<u>\$400</u>
<u>\$500</u>	<u>\$500</u>	<u>\$500</u>	<u>\$500</u>	<u>\$500</u>

Final Jeopardy

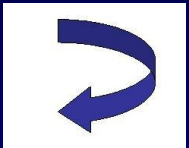
\$100 Question from Column 1

Is advertising a form of
propaganda?



\$100 Answer from Column 1

Yes!



\$200 Question from Column 1

The use of words such as terrorist, queer, bum, and yuppie is an example of what type of propaganda?



\$200 Answer from Column 1

Name calling



\$300 Question from Column 1

Give an example of a symbol that is commonly used in the transfer propaganda technique.



\$300 Answer from Column 1

Examples:

Cross for Christian Church

Flag for democracy

Lab Coats for science &
medicine



\$400 Question from Column 1

Explain how “post-traumatic stress disorder” is a euphemism.



\$400 Answer from Column 1

**It is a phrase that is
completely
disconnected from
the reality of war
altogether.**



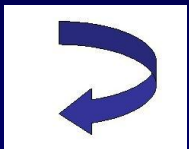
\$500 Question from 1

Name one of the two people who waged enormous propaganda campaigns in the 1930s (this info was in the introduction on the Propaganda website)



\$500 Answer from Column 1

Hitler and Stalin



\$100 Question from Column 2

Carrie Underwood filming a commercial for Proactive face wash is an example of what type of propaganda?



\$100 Answer from Column 2

Testimonial
or
Endorsement



\$200 Question from 2

Which type of
propaganda is
“of the people”?



\$200 Answer from 2

Plain Folks



\$300 Question from Column 2

Which type of propaganda attempts to pacify the audience in order to make an unpleasant reality more palatable. (You must pronounce it correctly.)



\$300 Answer from Column 2

Euphemisms



\$400 Question from Column 2

Glittering

Generalities seeks to
make people approve
and accept without
doing what?



\$400 Answer from Column 2

Examining the
evidence.



\$500 Question from 2

Fill in the blanks.

A more subtle form of name-calling involves words or phrases that are selected because they possess a



\$500 Answer from 2

Negative Emotional Charge



\$100 Question from Column 3

Complete the quote:

The basic theme of the
Bandwagon appeal is that
“everyone else is doing it,
and...”



\$100 Answer from Column 3

“...so should you.”



\$200 Question from 3

When propagandists appeal to us as Catholics, Protestants, or Jews...as farmers or as school teachers; as housewives or as miners, they are using the _____ technique.



\$200 Answer from 3

Bandwagon



\$300 Question from Column 3

Which type of
propaganda is, in short,
Name Calling in reverse?



\$300 Answer from Column 3

Glittering Generalities



\$400 Question from Column 3

Which appeal is used in the following scenario?:

A letter from a pro-gun organization begins by describing a lawless America in which only criminals own guns, and concludes by asking readers to oppose a ban on automatic weapons.



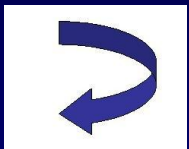
\$400 Answer from Column 3

Fear



\$500 Question from Column 3

Logic is the process of drawing a conclusion from one or more premises. Give an example of a logical fallacy by giving 2 premises and an illogical conclusion.



\$500 Answer from Column 3

Premise 1: Hillary Clinton supports gun-control legislation

Premise 2: All fascist regimes of the twentieth century have passed gun-control legislation

Conclusion: Hillary Clinton is a fascist



\$100 Question from Column 4

Which advertising strategy asks a question and the viewer or listener is supposed to answer in such a way as to affirm the product's goodness.



\$100 Answer from Column 4

Rhetorical Question



\$200 Question from Column 4

Which claim uses very specific numbers or some sort of mystery ingredient?



\$200 Answer from Column 4

Scientific or Statistical Claim



\$300 Question from Column 4

Give an example of the
“Compliment the Consumer”
Claim



\$300 Answer from Column 4

Possible answers:

-- “We think a cigar smoker is someone special.”

-- “If you do what’s right for you, no matter what others do, then RC Cola is right for you.”

-- “You pride yourself on your good home cooking.”

-- “The lady has taste.”

-- “You’ve come a long way, baby.”



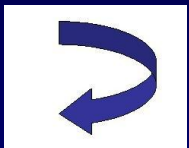
\$400 Question from Column 4

This claim makes a statement that is true but which gives no real advantage to the product. It claims an advantage that is NOT shared by most of the other brands in the product category.



\$400 Answer from Column 4

The “So What” Claim



\$500 Question from Column 4

Give three commonly used weasel words.



\$500 Answer from 4

- helps
- like
- virtual
- virtually
- acts
- works
- the feel of
- can be
- up to
- as much as
- refreshes
- comforts
- tackles
- fights
- the look of
- looks like
- fortified
- enriched
- strengthened
- come on



\$100 Question from Column 5

Which technique
demands a response
from the audience?



\$100 Answer from Column 5

Rhetorical Question



\$200 Question from Column 5

Which claim is simply not clear?
The key to this claim is the use of words that are colorful or meaningless, as well as the use of subjective and emotional opinions that defy verification



\$200 Answer from Column 5

The Vague Claim



\$300 Question from Column 5

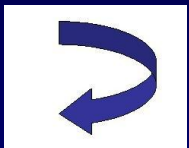
Fill in the blanks:

The unfinished claim is one in
which the ad claims the product is
_____, or has
_____ _____ _____.



\$300 Answer from Column 5

...the product is BETTER,
or has
MORE OF SOMETHING.



\$400 Question from Column 5

Explain the
“Water is Wet”
claim



\$400 Answer from Column 5

This claim says something about the product that is true for any brand in that product category.

The claim is usually a statement of fact, but not a real advantage over the competition.



\$500 Question from Column 5

The following statement is an example of which claim?:

“Ford LTD –700% quieter.”



\$500 Answer from 5

The UNFINISHED claim.

When the FTC asked Ford to substantiate this claim, Ford revealed that they meant the inside of the Ford was 700% quieter than the outside.”



Final Jeopardy

What are the four elements to a successful fear appeal?



Final Jeopardy Answer

- 1.) a threat
- 2.) a specific recommendation about how the audience should behave
- 3.) audience perception that the recommendation will be effective in addressing the threat
- 4.) audience perception that they are capable of performing the recommended behavior

