

Propaganda Research Notes

Use the two websites below to familiarize yourself with some of the most common propaganda and advertising techniques. The directions for each website are below the link. You will be provided a copy of these pages during your in-class essay.

Website #1.) Propaganda Techniques:

<http://www.propagandacritic.com>

Directions:

- 1.) Read the Introduction page
- 2.) Take notes on all of the propaganda techniques from “Name Calling” through (including) “Logical Fallacies.”

Website #2.) The Language of Advertising:

<http://sunset.backbone.olemiss.edu/~egjbp/comp/ad-claims.html>

Directions:

- 1.) Read the Introduction page
- 2.) Write down the definition/explanation for each of the ten advertising claims, and copy at least one example of each on your notes
- 3.) Carefully critique all of the examples to help make sure that you understand the technique