



Activity: Advocacy Day 1 (Day 1 of 3)

Learning Style: Critical Analysis / Persuasive Writing / Visual Design

Overview: This activity is designed to help participants recognize advertising propaganda techniques

Duration: 1 Day

Intended Audience: High School or College Seminar

Purpose: Participants will be able to differentiate among several propaganda techniques normally used by advertisers; complete worksheet on advertising strategies.

Instructions:

Homework	Find examples of five different advertising strategies: students may cut out magazine or newspaper ads; they may also watch TV or listen to the radio. If the latter they must write down the company, product and summary of the ad. Tell us which propaganda technique is used and how you could tell.
Advertising strategies, propaganda techniques	Pass out “propaganda techniques” sheet. Go over it with the students. Explain it is written for political persuasion but easily translates to ads. Check for understanding. Hand out advertising strategies worksheet. Have students do it in class.
Alternate applications quick write	How do these techniques translate into other areas?

Discussion

Ask students to share their thoughts on what other areas of life these techniques are used to persuade them. Government, media, religion, education, labor, military, etc., are all examples.

Student Assessment: Students complete worksheet and bring in examples of advertising strategies.

Materials:

- Blackboard or overhead projector
- Propaganda Techniques Handout