

Propaganda



Techniques used to influence opinions, emotions, attitudes or behavior.

It can be negative or positive.

The purpose is to persuade.

A close-up photograph of a person's mouth and hands holding a Starbucks iced coffee. The person is wearing a patterned scarf and a brown jacket. The coffee is in a clear plastic cup with a green Starbucks logo and a green straw. The background is slightly blurred, showing more of the person's clothing and hair.

Characteristics of Propaganda

- In advertising the purpose is to claim “superiority” in order to sell product.
- Makes audience believe in something or want to do something.

Propaganda Techniques

- **Bandwagon**
- **Testimonial**
- **Plain Folks**
- **Patriotism**
- **Glittering Generalization**
 - **Transfer**
 - **Name-Calling**

Bandwagon

Join the crowd! Everybody's doing it!



4 out of 5 dentists prefer
Crest!

(You should too!)

Testimonial

*When a well known person
endorses a product*



OAKLEY
SNOW

*The product
doesn't have
to be related
to what
they do*



a new fragrance
Wonderstruck
Taylor Swift

the beginning of something magical

Plain Folks

Product or service that is practical and for everyday people.

This ad shows how working at a discount chain improved the life of this employee.



Patriotism



Show you love your country and help economy.

"Doing all you can, brother?"

BUY WAR BONDS



Glittering Generalization

*This technique uses vague terms
with a positive feeling or connotation.*

*This iPad TV ad equates owning
An iPad to being able to
do what you love.*



Transfer

Feelings/desires connected with one person or product get transferred to something new.

The ad wants you to question... if Castro likes Obama, should you?

FIDEL CASTRO

Thinks he is

"the most advanced candidate"

PAID FOR BY JOHN MCCAIN 2008

Name - Calling



**A way of smearing an opponent, Causes doubt and suspicion.
Used by politicians and product companies**



***This is how Hitler
is portrayed by the
Nazis.***

Es lebe Deutschland!



Ein Volk, ein Reich, ein Führer!



HUBERT
LANZINGER
1958

שפיטה
לשון



*This is how Jews were portrayed.
What words come to mind?*



דרי
סמך סיוע

GROSSE POLITISCHE SCHAU IM BIBLIOTHEKSBAU DES DEUTSCHEN MUSEUMS
ZU MÜNCHEN - AB 8. NOVEMBER 1937 - TÄGLICH GEÖFFNET VON 10-21 UHR





***What are they trying
to associate with Jews?***

der Jude

Clavin

These German boys look at the Nazi propaganda posted.





This is the Enemy

German opposition had its own propaganda.

WARNING!



**OUR HOMES ARE
IN DANGER NOW!**



Some American Propaganda films during WWII made by Disney

They are meant to show Germany and the
NAZIS as brainwashing the German people
How would they have influenced Americans
during the war?



[Reason and emotion 8 min \(start at 4 min mark\)](#)



[Education for Death 10 min](#)



[Der Fuehrer's Face 9 min](#)

Your turn to analyze. These
Propaganda posters were
made by different countries
during WWII.

What is the target audience of each?
What are the overall messages of
these posters?

We Can Do It!



J. Howard Miller



WAR PRODUCTION ADMINISTRATION

USA -1

No. 8 WINTER
ISSUE

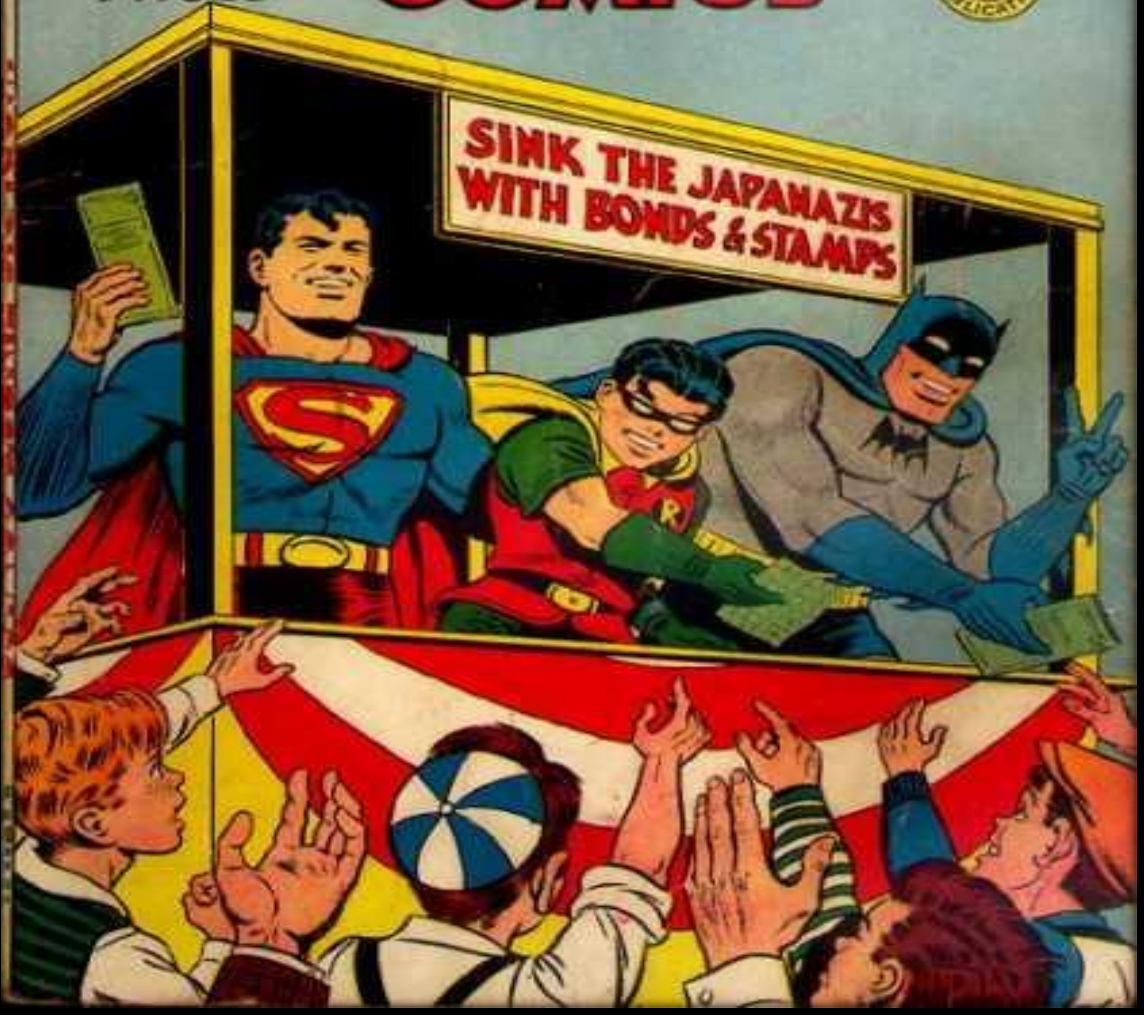
15¢

WORLD'S FINEST COMICS

96
PAGES



**SINK THE JAPANAZIS
WITH BONDS & STAMPS**



USA-2



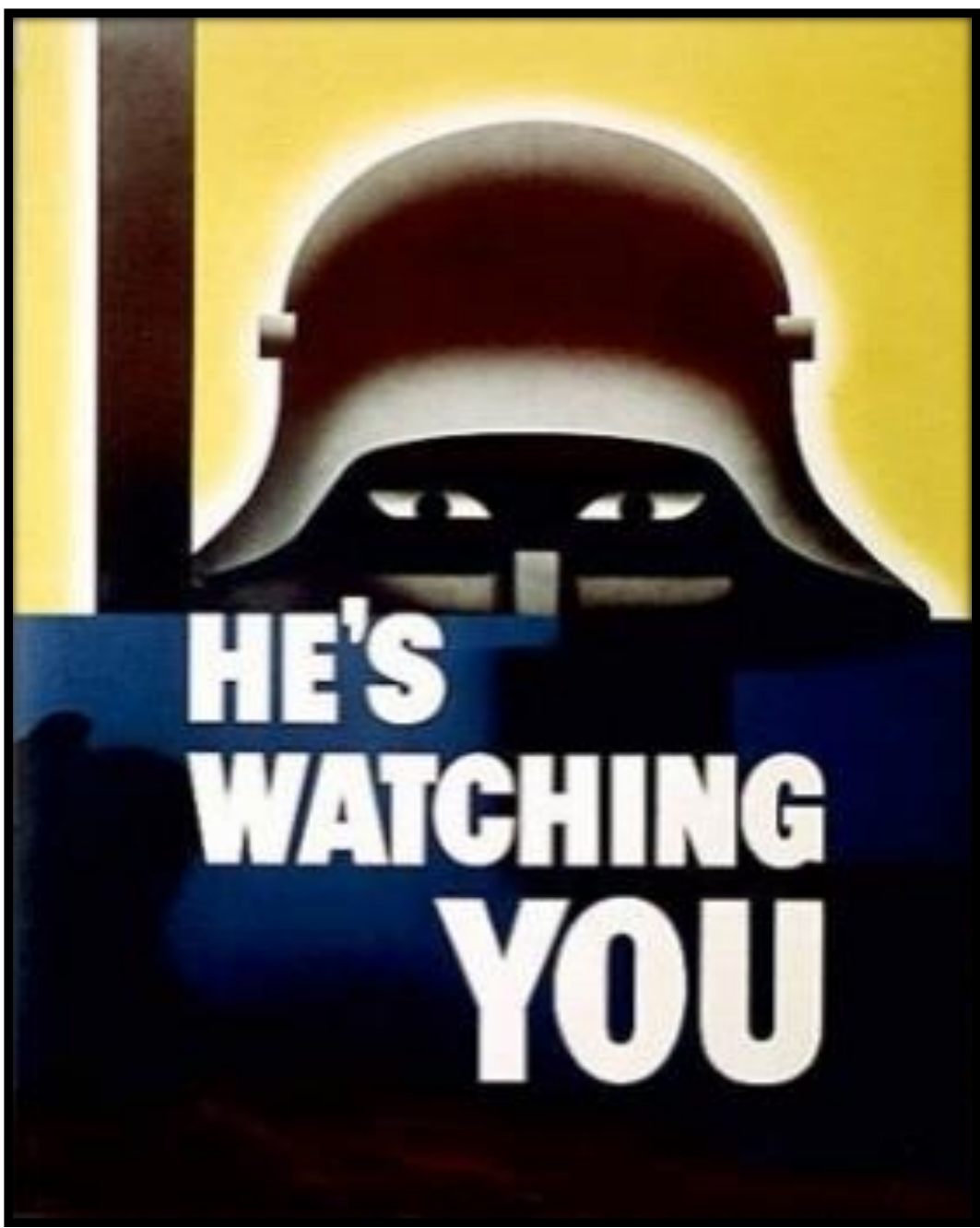
Japan-

"Americans are
imperialistic
wolves."



Germany 1-

"Like we fight -
You too must
work for the
victory!"



USA-3

**When you ride ALONE
you ride with Hitler!**



**Join a
Car-Sharing Club
TODAY!**

USA-4



Germany 2-

"The German student
'studies' for the
leader (Hitler) and
the people."



Italy-

Here are the
"Liberators"!