

Propaganda

Widely distributed information designed to persuade public opinion.

Only tells “one side of the story” to get a strong reaction.

Typically used by governments or organizations to gain support, or attack their enemies.



Types of Propaganda

Plain Folks:

This type of propaganda glorifies everyday citizens. It often portrays the importance of everyday jobs.



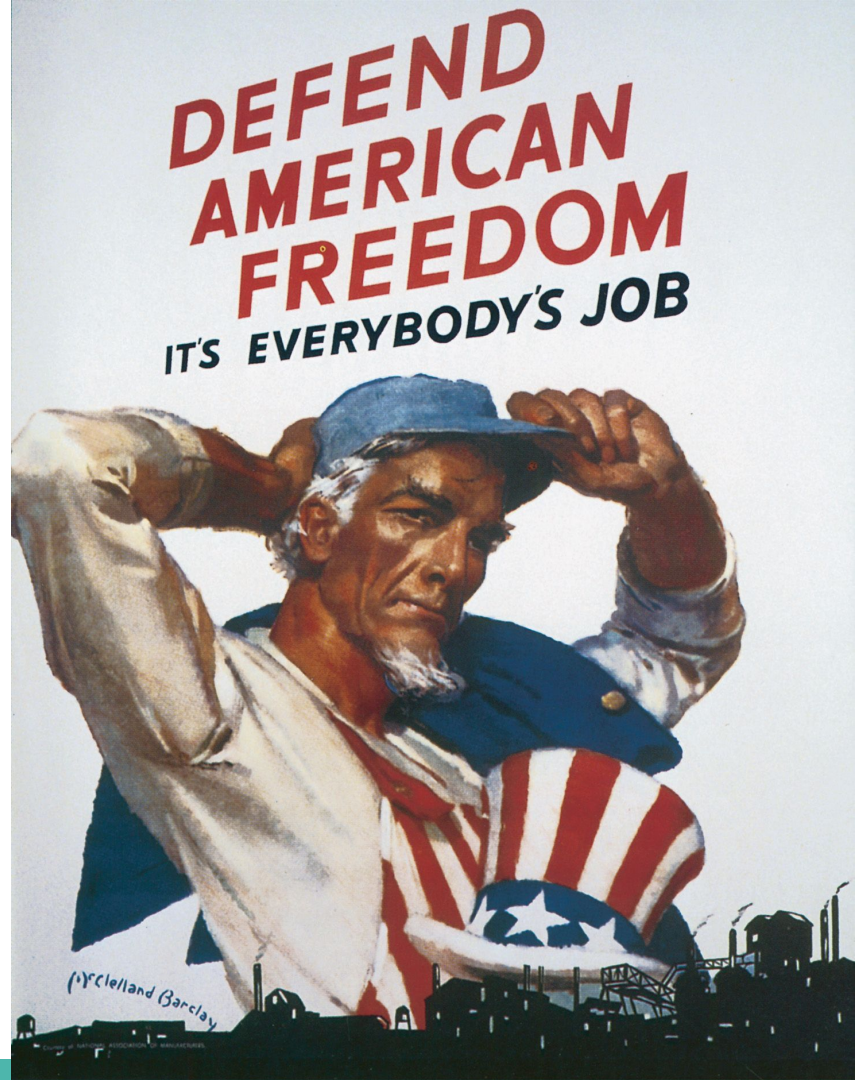
Poster Analysis

- SUBJECT:

- AUDIENCE:

- APPEAL:
 - How is the audience supposed to feel?
What VISUALLY creates this feeling?

- CALL TO ACTION:



Glittering Generalities:

Depicts a vague, positive value and associates it with a cause to raise morale and public opinion.

Types of Propaganda



Poster Analysis

- SUBJECT:

- AUDIENCE:

- APPEAL:
 - How is the audience supposed to feel?
What VISUALLY creates this feeling?

- CALL TO ACTION:



Types of Propaganda

Bandwagon:

This type of propaganda convinces people to join the cause, often by using guilt.



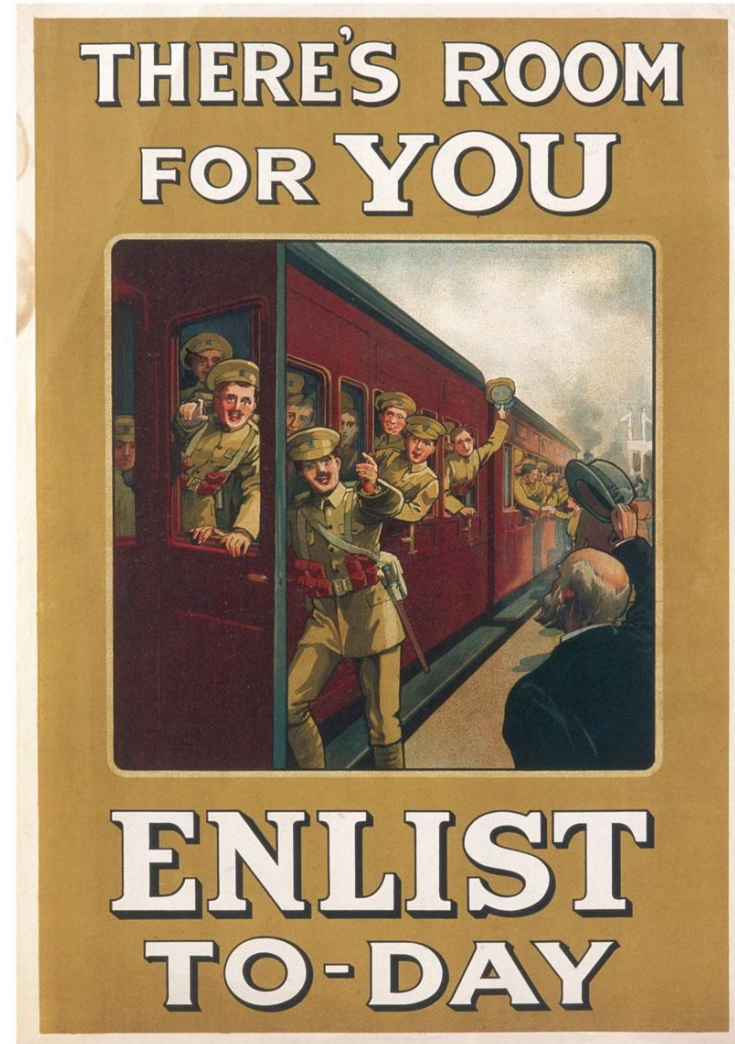
Poster Analysis

- SUBJECT:

- AUDIENCE:

- APPEAL:
 - How is the audience supposed to feel?
What VISUALLY creates this feeling?

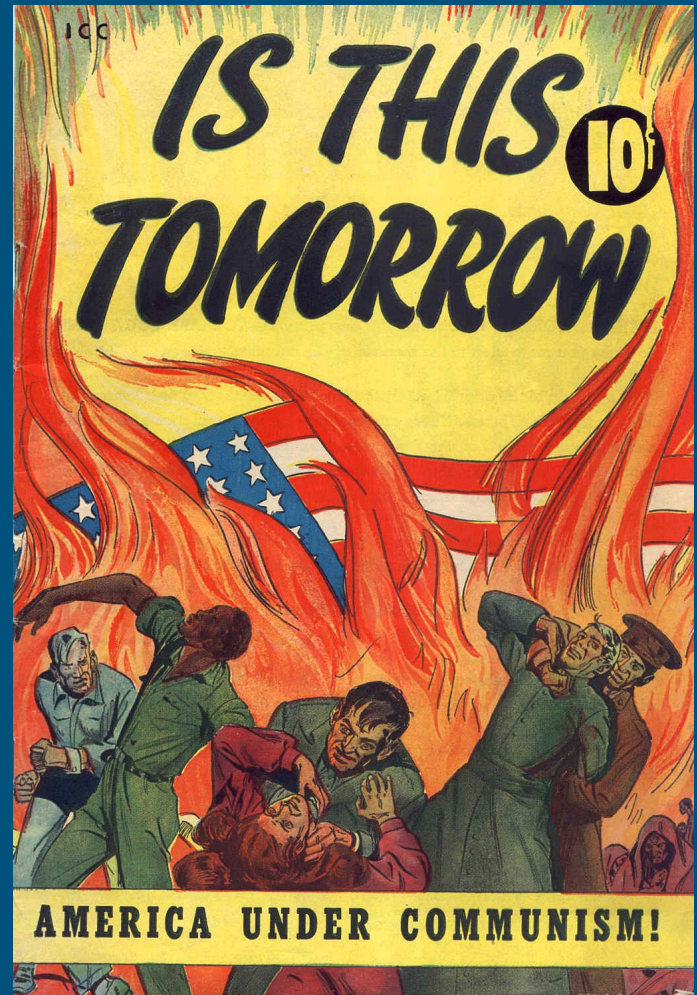
- CALL TO ACTION:



Types of Propaganda

Fear:

This type of propaganda paints a terrifying picture of what might happen.



Poster Analysis

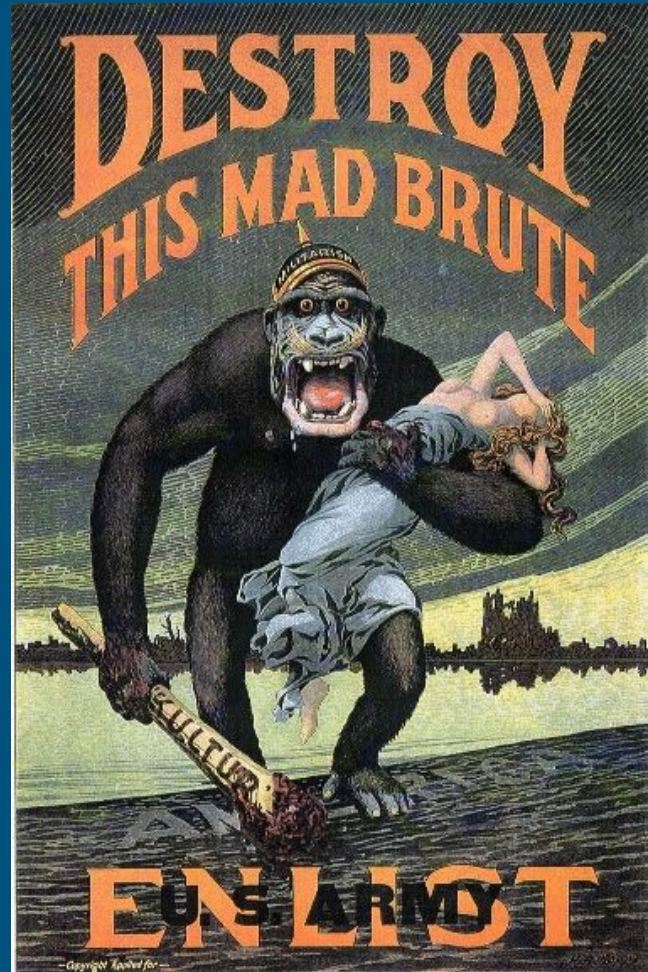
- SUBJECT:
- AUDIENCE:
- APPEAL:
 - How is the audience supposed to feel?
What VISUALLY creates this feeling?
- CALL TO ACTION:



Types of Propaganda

Name Calling:

This type of propaganda often dehumanize the enemy, commonly drawing on stereotypes and racist caricatures.



Poster Analysis

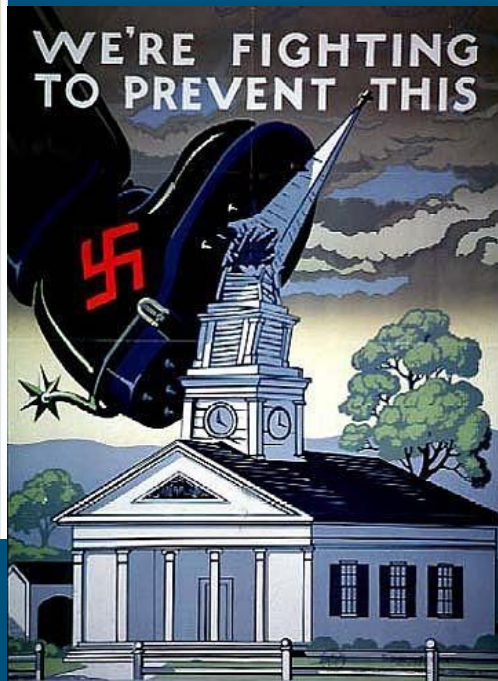
- SUBJECT:

- AUDIENCE:

- APPEAL:
 - How is the audience supposed to feel?
What VISUALLY creates this feeling?

- CALL TO ACTION:





Poster Analysis: Practice

We Can Do It!



HELP WIN THE WAR
Squeeze in one more