

# PROPAGANDA ANALYSIS WORKSHEET

1. Describe the format of the propaganda:

- |  |  |
|--|--|
| <input type="checkbox"/> poster        | <input type="checkbox"/> song                    |
| <input type="checkbox"/> brochure      | <input type="checkbox"/> story                   |
| <input type="checkbox"/> advertisement | <input type="checkbox"/> other (describe): _____ |
| <input type="checkbox"/> movie         |  |

2. What is the intended audience?

3. What propaganda techniques are used?

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> name calling            | <input type="checkbox"/> testimonial |
| <input type="checkbox"/> glittering generalities | <input type="checkbox"/> plain-folks |
| <input type="checkbox"/> euphemisms              | <input type="checkbox"/> band wagon  |
| <input type="checkbox"/> transfer                | <input type="checkbox"/> fear        |

4. What visual images, if any, appear in the propaganda? What do these images symbolize? What emotions do they seek to arouse?

Image

Symbol

Emotions

5. What are the key words used? What emotions do those words seek to arouse?

6. What is the purpose of this propaganda? What is it trying to get people to do or feel?

7. On a scale of 1 (very ineffective) to 5 (very effective), rate the effectiveness of this propaganda?

1-----2-----3-----4-----5

Why did you give the propaganda that rating?