



Republic of the Philippines
Department of Education
National Capital Region
Schools Division Office – Muntinlupa City

ENGLISH 6 Q3 WEEK 2

LEARNING ACTIVITY SHEETS

I. Topic: Identifying Bias and Propaganda

II. Objective:

1. Recognize evaluative word choices to detect biases and propaganda devices used by speakers.

III. Brief Description of the Lesson

Speakers sometimes try to persuade others to believe on what they know and feel about someone or something. Most of the persons, ideas and products advertised use bias and propaganda devices.

Bias gives only one side of a certain person, product or idea. The words used, if not in favour, are against someone or something. The following are guides in detecting biases:

1. Read the article carefully and critically.
2. Look at the headline. Evaluate every word whether it is positive or negative then ask yourself why it is not neutral.
3. Evaluate whether the contents can help or can create negative feelings.
4. Examine the words that describe the people, idea or product. Evaluate the words used whether good or bad rather than neutral.
5. Ask yourself what is the purpose of the author and who are the possible readers.
6. Find for the exaggerate words or colourful language used.

Propaganda makes use of devices to influence one's thinking. Some of the common propaganda are:

1. Name-Calling is stereotyping or labelling the opponent. This tells only the negative side of a certain person or product.
2. Glittering Generalities uses beautiful words to create good feelings of the viewers about the product or idea.
3. Testimonials uses famous person to promote the product or idea.
4. Bandwagon tells the viewers that everybody is in favour of a certain idea or product to influence the crowd to use or join in.
5. Repetition persuades others by repeating the message or certain words all throughout the time.
6. Plainfolks uses ordinary people to promote a product.
7. Card stacking gives only the best in a certain product and not revealing its weaknesses.
8. Transfer Device the endorser relates the product to something important to the viewer like using the product to build better relationship or to conserve money and time.
9. Fear warns the viewers not to use a certain product to avoid serious problems it can cause or damage.
10. Buzz is a word-by-mouth strategy. This let the product remain as the talk of the town.

It is important for the listeners and viewers to recognize evaluative word choices to detect biases and propaganda used by speakers to come up with a smart choice of persons, idea, product and services.

IV. Activities:

Activity 1

Detect the propaganda device being used by the speaker.

- _____ 1. An advertisement showing the ordinary men and wives using the laundry soap “Champion”.
- _____ 2. The Pepsi commercial used the slogan, “The choice of a new generation”.
- _____ 3. A Dove Soap saying when you use this certain soap your skin will be like baby’s skin.
- _____ 4. The advertisement is telling you that your food will taste like a laundry soap if you don’t use Joy Dishwashing Liquid Soap.
- _____ 5. For Angel Locsin and Derek Ramsey, “Century Tuna is the best”.

Activity 2

A. Analyse the picture then, answer the questions that follow.



What symbols are used? _____, _____

Who are being portrayed? _____, _____

What is the device used in the advertisement? _____

B. Write your own opinion.

What can you conclude in the device used?

Is the hash tag, “Moms Never Give Up!” appropriate to the advertised picture? Why?

Activity 3

Write the propaganda device used in the picture .Choose your answer from the box

Fear	Repetition	Bandwagon	Transfer
Glittering Generalities	Testimonial	Name Calling	Plainfolks



1.



2.



3.



4.



5.

V. Formative Assessment

Directions: Write the letter of the correct answer on the space provided.

- _____ 1. Techniques used to persuade or influence people to believe in a certain idea, product or services promoted by the speaker.
A. Biases B. Propaganda C. Commercial D. Advertisement
- _____ 2. It is a one-sided opinion that gives either the negative side or positive side of an idea or a person which is usually used in politics.
A. Biases B. Propaganda C. Commercial D. Advertisement
- _____ 3. What propaganda is being used in the ad?



- A. Bandwagon
B. Testimonial
C. Transfer Device
D. Name-Calling

4. A billboard says: Vote Juan dela Cruz, a servant leader, compassionate and a good man!
This one is a _____.
A. promotion B. bias C. propaganda D. advertisement
5. "Dahil andito ka, bida ang saya!" Which word is a strong word that can influence you to buy the product?
A. andito B ka C. bida D. saya

VI. Reflection:

How can you become a smart leader when deciding the best choice?

VII. Reference

Eusebio, Maria Fe Garcia, Zotpmayor, Perla, Mendoza, Rebecca. Essential English (Revised Edition) 2015.pp199-201.Rez Book Store Inc.

<https://www.google.com/search?q=most+influential+advertisements+in+philippines>

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