



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

ENGLISH 8: Q3 - WEEK 2
ACTIVITY SHEETS

I. Topic: Analyzing intention of words or expressions used in propaganda techniques.

II. Objectives

1. Enumerate the different propaganda techniques.
2. Recognize propaganda techniques and its intentions.

III. Brief Description of the Lesson

Propaganda is used to express the opinion or action by individuals or groups; it is designed deliberately **to influence the opinions or actions** of other individuals or groups with reference to predetermined ends. Based on these definitions, we can say that propaganda **could be used for good or bad intentions**. If the propagandist desires or expects an action.

We are usually misled by propaganda because we lack understanding of what it is. Most of the time, it intently appeals to our emotion rather than to our reason, thus, our decision and judgment are affected. There are several propaganda techniques like **bandwagon, glittering generalities, testimonial, card stacking, transfer, repetition, and plain folks**.

IV. Activities:

ACTIVITY 1

Directions: Identify the following propaganda techniques. Write the letter of your answer on a separate sheet.

1. This propaganda technique employs positive images so that you will transfer your positive feelings about one thing to another.
a. bandwagon
b. glittering generalities
c. transfer
d. testimonial
2. "Everyone else is doing it, and so should you." What propaganda technique emphasizes this?
a. testimonial
b. bandwagon
c. transfer
d. red herring
3. Sarah Geronimo-Guidicelli, in her advertisement, says that only Belo touches her skin.
a. testimonial
b. plain folks
c. bandwagon
d. glittering generalities

4. By using this technique, speakers attempt to persuade their audience that they, and their ideas, are “of the people.”

- a. bandwagon
- b. glittering generalities
- c. testimonial
- d. plain folks

5. It uses “virtue words” to appeal to our emotions of love, generosity, and brotherhood to accept whatever is being advocated without examining the evidence.

- a. glittering generalities
- b. plain folks
- c. bandwagon
- d. transfer

ACTIVITY 2

Directions: Analyze the propaganda techniques shown in the pictures below. Choose your answer from the table, then answer the questions that follow. Use a separate sheet of paper for your answers.

| | | |
|--------------------------------|--------------------|----------------------|
| testimonial | plain folks | bandwagon |
| glittering generalities | repetition | Card stacking |

1.



<http://goteachgo.blogspot.com/2014/08/7-propaganda-techniques-all-students.html>

2.



<https://www.facebook.com/EOExecutiveOptical/photos/>

3.



<https://www.pinterest.ph/pin/128774870583929393/>

4.



<https://www.facebook.com/luckyme.ph/photos>

5.



<https://sheilasdesigns.wordpress.com/2019/05/06/coca-cola-in-the-spotlight/>

1. What can you say about the statements or expressions stated in the advertisements or propaganda?
2. What could be the effect of the advertisements or propaganda to young learners like you?

ACTIVITY 3

Directions: Examine the given situations then, identify the propaganda technique used and its intention.

1. Evan likes to read and would rather do that than play basketball. His friends make fun of him and tell him that reading is for weaklings. Evan stops reading so much and starts to play basketball more. _____

2. A real estate agent explains to his client the importance of having an investment and cites prominent celebrities who already got assets from him. _____

3. Luisa is not comfortable with Instagram because she believes it's just for the elite. However, a lot of her friends have joined that social media site, so Luisa feels like she needs to create an account as well. _____

4. A presidential candidate calls his opponent a communist. _____

5. An advertisement shows that a model who is using *Kislap* whitening soap notices that her skin whitened in just four weeks. _____

V. Formative Assessment

Directions: Tell whether the statement is TRUE or FALSE.

- _____ 1. Knowing the author and his or her purpose is one of the best ways to analyze a propaganda.
- _____ 2. Reflecting on what you have learned about propaganda helps you internalize new knowledge and apply it to everyday life.
- _____ 3. Social media is widely used by propagandists nowadays.
- _____ 4. All propaganda techniques appeal to our reason than to our emotions.
- _____ 5. Our judgment is not affected by our lack of knowledge of propaganda.

VI. Reflection:

1. What benefits do you get from studying propaganda techniques?

2. Do you think that we are influenced by propaganda used by media? Why or why not?

3. How can you help disseminate propaganda via social media without harming others?

VII. References:

1. <https://propaganda.mediaeducationlab.com/teachers>
2. <https://www.cleverism.com/7-propaganda-techniques-for-students-to-understand/>
3. reading.com.ph II
4. <http://goteachgo.blogspot.com/2014/08/7-propaganda-techniques-all-students.html>
5. <https://propagandacritic.com/>

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