What's the Message?

Name: _____

Image 1. Explain how the drawing portrays German soldiers:

Does the soldier look human?	❑ Yes ❑ No, he looks like:
What is on the soldier's arms?	
What is the soldier trying to do?	
Is this a positive or negative image?	❑ Positive ❑ Negative

Image 2. What name does this ad want you to connect with the politician?

_____

A) The ad is saying that Patty Murray is

_____.

B) The ad shows Patty Murray as

　　❑ happy　　❑ unhappy.

C) The advertiser wants people to

　　❑ like ❑ dislike this politician.

The Technique. Based on what you see in these examples, what three things can be done to make someone or something look bad?

1. _____

2. _____

3. _____

Image 1. Explain the message in this magazine ad:

Who is the celebrity in this ad?	
What product is she endorsing?	
What does she claim this product has done?	
What message are YOU supposed to take away from this ad?	

Image 2. Analyze the testimonial in this ad:

A) Who is endorsing whom in this ad?

_____ is endorsing

_____

B) The testimonial is being given by:

　　❑　A celebrity
　　❑　Knowledgeable group of people
　　❑　An ordinary person

C) What is the ad trying to persuade you to do?

_____

The Technique. Which of the following testimonials would convince YOU?

A football quarterback endorsing toothpaste.

A mom endorsing a healthy snack for kids.

Your favorite movie star endorsing broccoli.

Your favorite singer endorsing a brand of shoes.

What's the Message?

Name: _____

Image 1. Explain the message in this public service announcement:

What two things are pictured in this image?	1) 2)
Which one is supposed to be scary?	
How does the scary image impact the other image?	
What is this ad trying to tell you?	

Image 2. Setting the stage:

A) What are the 2 symbols of patriotism you see in this image?

   1. _____

   2. _____

B) What are these symbols supposed to make you believe about the candidate?

   ❑ He is from New York.

   ❑ His favorite color is red.

   ❑ He loves America.

The Technique. Think about whether the transfer messages in these images are accurate:

A) Is there an actual connection between car wrecks and alcoholic beverages?

   ❑ Yes ❑ No ❑ Need more information to decide

B) Is there an actual connection between this politician and the symbols in the picture?

   ❑ Yes ❑ No ❑ Need more information to decide

Station Four: Glittering Generalities

Image 1. Explain the message in this soda ad:

What does this ad tell you about Coca-Cola?	
How much information is provided in the ad?	❑ A lot ❑ Some ❑ A little ❑ None
How much do you already know about Coca-Cola ?	❑ A lot ❑ Some ❑ A little ❑ None
How is this message supposed to make you feel?	❑ Positive ❑ Neutral ❑ Negative

Image 2. Match each question below with the piece of campaign propaganda that it challenges.

_____ What specific leadership qualifications does he have?

_____ What does this future hold?

_____ What, specifically, should Americans hope for?

_____ What, exactly, can we do?

_____ Why should I like him?

_____ Can anyone really guarantee peace and prosperity?

The Technique. Describe how glittering generalities tries to persuade people. What tools does it use? Unscramble the words below.

lgsnosa _____

and

cthca esrhasp _____

that are

ispmel & revcel _____

iCivics

What's the Message?

Name: _____

Station Five: Plain Folks

Image 1. "Plain" President?

A) Do you think this is where the President and Vice President usually eat?

      ❑ Yes   ❑ No

B) Find one detail in this picture that makes it look like the kind of place everyday people might eat:

_____

Image 3. Explain the message in this ad:

A) The woman in the ad looks

    ❑ glamorous   ❑ normal

B) Find one detail in this picture that makes the woman look like a regular person:

_____

Image 2. Campaigning with workers.

A) What message is this photo trying to send?

  ❑ Perry wishes he could wear a hard hat too
  ❑ Perry wants to invest in this company
  ❑ Perry can relate to average people

B) Find one thing in this picture that shows these workers are "plain folks":

_____

C) The politicians in both images still look different from everyone else because they are wearing

_____.

The Technique. Mark the question that would NOT be helpful for analyzing this technique.

❑ Would the President eat here if there were no cameras photographing him?
❑ Why is Perry visiting these workers?
❑ Is the woman with the water a Republican?

Station Six: Bandwagon

Image 1. Explain the message in this ad for laundry detergent:

What difference do you see between the teams?	
What is Tide's slogan?	
Which team are you supposed to prefer?	❑ #2 Brand ❑ Tide
Why are you supposed to want to be on that team?	

Image 2. Analyze this World War II poster:

A) When Rosie says "we," who is she talking to?

    ❑ All Americans
    ❑ American women
    ❑ Factory workers

B) Look at Rosie. Find one characteristic or quality Rosie has that other women might wish for:

_____

The Technique. The bandwagon technique is most like:

    ❑ Peer pressure
    ❑ Advice
    ❑ Getting in trouble

Why? _____

_____

_____

What's the Message?

Name:

Image 1. Explain the message about this cell phone provider ad:

What can you learn about Verizon?	
What do you learn about AT&T?	
Can you tell whether AT&T has any benefits Verizon doesn't have?	❑ Yes ❑ No
Why can't you trust the information in this ad?	

Image 2.

A) Which product is this ad promoting?

    ❑ Omega-9 Canola Oil
    ❑ Partially Hydrogenated Soybean Oil

B) The ad mentions reducing "Bad Fat." Is it clear what "bad fat" is?

  ❑ Yes   ❑ No

C) Does this ad show any information about the possible benefits of soybean oil?

  ❑ Yes   ❑ No

The Technique. Think about whether you can base a decision on these messages:

Do card stacking messages give you information?

    ❑ Yes   ❑ No

Do they give you the benefits and drawbacks of both items being compared?

    ❑ Yes   ❑ No

Do they give you enough information to really understand both products?

    ❑ Yes   ❑ No

Station Eight: Challenge Image

Romney/Rock Image. Explain the message in this photo op:

Who is endorsing whom in this photograph?	_____ is endorsing _____ ➔
What is hanging in the background?	
Which group of people would most likely be persuaded by this image? (check all that apply)	❑ Senior citizens ❑ Kids under 18 ❑ Rock music lovers ❑ Jazz music fans ❑ Voters age 18-40 ❑ Men ❑ Women
Which **two** propaganda techniques are applied in this scene?	Technique #1 Technique #2
How do you know these techniques are being used?	