**Propaganda example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Does this example use SIMPLIFICATION?**  Does it make a complicated issue seem simpler than it really is? | Yes / No |
| **If yes, how? Does it:**   * Use extremes? * Make leaps of logic? * Present incomplete facts? * Set up (and knock down) easy targets? * Use other simplification techniques? | Explain: |
| **Does this example use EXPLOITATION?**  Does it try to make you feel emotions about the issue rather than weighing the facts? | Yes / No |
| **If yes, how? Does it:**   * Use fear-mongering? * Use flattery? * Present shocking content? * Use deadlines or peer pressure? * Use other exploitation techniques? | Explain: |
| **Does this example use EXAGGERATION?**  Does it try to make its own cause seem stronger/better/more popular than it really is? | Yes / No |
| **If yes, how? Does it:**   * Promise outlandish outcomes? * Piggyback on other success? * Overhype its success stories? * Make power plays? * Use other exaggeration techniques? | Explain: |
| **Does this example use DIVISION?**  Does it try to broaden the gap between “us” (supporters) and “them” (the other side)? | Yes / No |
| **If yes, how? Does it:**   * Create heroes and villains? * Push people to pick a side? * Cozy up to the familiar? * Use stereotypes and name-calling? * Use other division techniques? | Explain: |

Compare and contrast your two examples of propaganda:

How are the ads similar? How are they different?

Do they use any of the same persuasion techniques?

Which ad is more persuasive? Why?