

## IDENTIFYING PROPAGANDA TECHNIQUES

Directions: You have studied seven basic propaganda techniques that are used to influence public opinion. Below are twelve statements or situations. Read each one and place in the answer space the name of the propaganda technique which best applies.

- \_\_\_\_\_ 1. "If you believe in freedom and justice, Edward Jones is the man you want as President."
- \_\_\_\_\_ 2. "It is a fact that my opponent has business dealings with members of a militant group in the northwest. He is dangerous."
- \_\_\_\_\_ 3. "America must remain the land of freedom and equality. Elect Edward Jones President."
- \_\_\_\_\_ 4. "It is always a pleasure to come to a small town. I too come from a small community and know its values."
- \_\_\_\_\_ 5. "Coach Tommy Tuberville supports Edward Jones for President."
- \_\_\_\_\_ 6. "Let me introduce a man who has twenty years of public service, has the unanimous support of the state party, has the personal endorsement of Senator Shelby and has the leadership qualities we need. Out next President, Mr. Ed Jones."
- \_\_\_\_\_ 7. "It is impossible for me to understand how an individual can support such un-American activities."
- \_\_\_\_\_ 8. "Let me read you a portion of a letter I received from our senior senator. I quote, 'Dear Edward: I want you to know that I support your candidacy 100%.'"
- \_\_\_\_\_ 9. "I remember those Depression days when my poor father couldn't find work. I remember going to bed with an empty stomach."
- \_\_\_\_\_ 10. A congressional candidate hires a sound truck draped with the American flag and with a recording playing "God Bless America."
- \_\_\_\_\_ 11. A newspaper editorial is sprinkled with "half-truths" concerning questionable business deals.
- \_\_\_\_\_ 12. "A recent public-opinion poll indicated over 90 percent of the people favored Edward Jones for President. Where do you stand?"

adapted from: John J. Patrick, American Political Behavior, Allyn and Bacon, 1972.