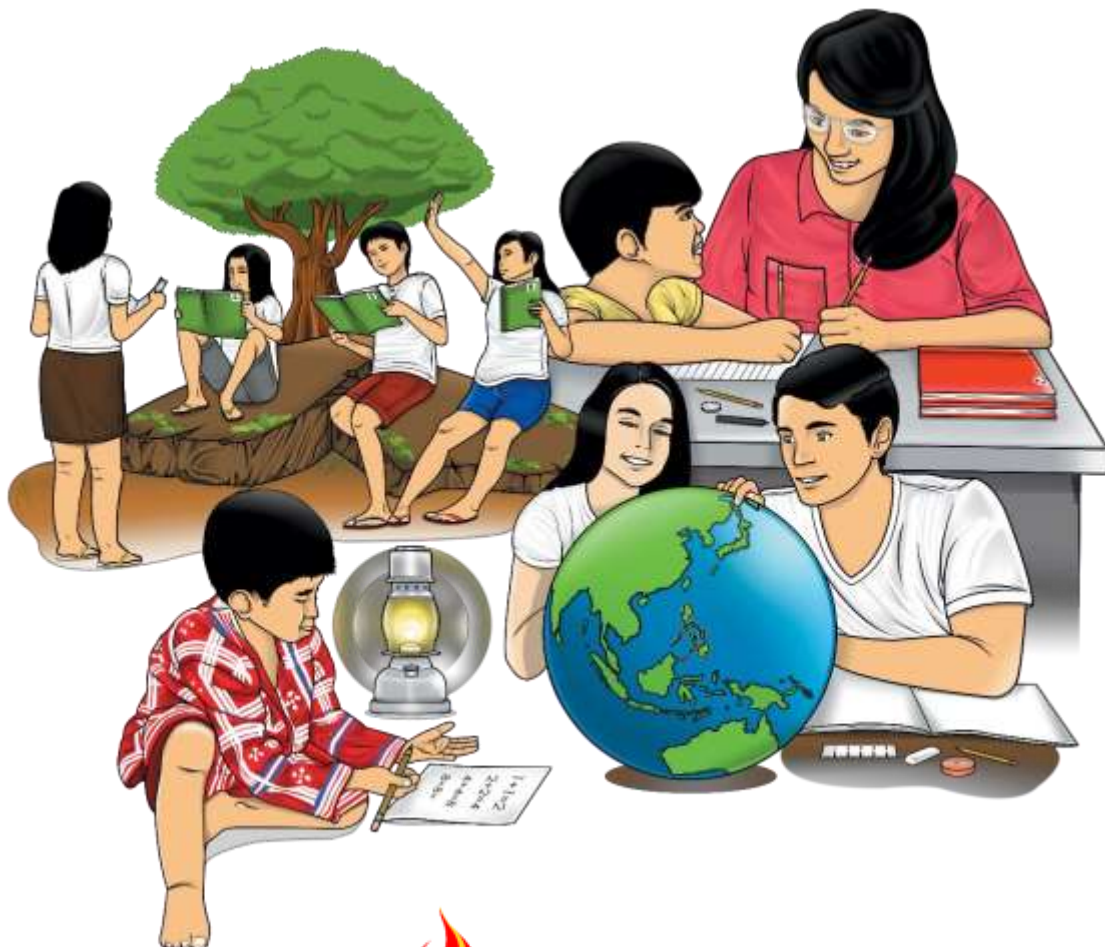


English

Quarter 2 Module 3, Lesson 2

Identifying Propaganda Techniques



English – Grade 5
Alternative Delivery Mode
Quarter 2 – Module 3, Lesson 2: Identifying Propaganda Techniques
First Edition, 2020

Republic Act 8293, Section 176 states that no copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writer:	Mailyn D. Labine
Editors:	Dean Ric M. Endriano, Rustum D. Geonzon, and Synthia M. Agner
Reviewers:	Josefina F. Dacallos, Airra Mae A. Dacut and Reymarc Jonvic F. Dacallos
Layout Artists:	Janssen Louel C. Dabuet, Gibson J. Gayda and Armand D. Subingsubing
Management Team:	Ramir B. Uytico Arnulfo M. Balane Rosemarie M. Guino Joy B. Bihag Ryan R. Tiu Dean Ric M. Endriano Teodorico C. Peliño Jr. Carmela R. Tamayo Moises D. Labian Jr. Antonio F. Caveiro Josefina F. Dacallos Faustino M. Tobes Rustum D. Geonzon

Printed in the Philippines by _____

Department of Education – Region VIII

Office Address: Government Center, Candahug, Palo, Leyte

Telefax: 053 – 832- 2997

E-mail Address: region8@deped.gov.ph

English

Quarter 2 - Module 3, Lesson 2: Identifying Propaganda Techniques

Introductory Message

This Self-Learning Module (SLM) is prepared so that you can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pretests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the posttest to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, the **Notes to the Teacher** is also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests, and read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.



What I Need to Know

Have you ever read on the internet or heard over the radio some news about famous people being bashed, attacked, or criticized without valid reasons?

Have you ever bought something you saw on TV or in an advertisement which you found to be not useful at all?

Why do you think these things happen? What makes these things happen?

In this module, you will learn about propaganda techniques which, just like the stereotypes, influence what you think about other people and things.

At the end of this module, you should be able to:

- define propaganda and the different propaganda techniques;
- distinguish types of propaganda techniques; and
- develop tolerance or show respect for others' point of view.



What I Know

Directions: Identify what type of propaganda technique is described in each number. Choose the letter of the correct answer. Write your answers on a separate sheet of paper.

1. It tries to convince people to follow or do something because everybody is already doing it.
 - a. Bandwagon
 - b. Glittering Generalities
 - c. Name-Calling
 - d. Plain Folks
2. It refers to the portrayal or use of ordinary people and their daily activities.
 - a. Bandwagon
 - b. Glittering Generalities
 - c. Name-Calling
 - d. Plain Folks
3. It uses words that are emotionally appealing to describe someone or something in a positive way.
 - a. Bandwagon
 - b. Glittering Generalities
 - c. Name-Calling
 - d. Plain Folks
4. It involves the omission of certain facts to trick the target audience.
 - a. Card Stacking
 - b. Plain Folks
 - c. Transfer
 - d. Testimonial
5. It projects certain qualities (this can either be positive or negative) of a person, ideology, or object to other things and people.
 - a. Card Stacking
 - b. Plain Folks
 - c. Transfer
 - d. Testimonial
6. It makes use of a famous person to promote a product, service, or idea.
 - a. Bandwagon
 - b. Testimonial
 - c. Name-Calling
 - d. Glittering Generalities
7. It uses negative or offensive words to label someone or something.
 - a. Name-Calling
 - b. Card Stacking
 - c. Bandwagon
 - d. Plain Folks

Lesson 2

Identifying Propaganda Techniques



What's In

In the previous lesson, you have learned about stereotypes which are fixed and overgeneralized beliefs about a class or group of people or things.

Let us see how well you can remember your lesson on stereotypes by doing the activities that follow.

Activity 1

Directions: Identify the kind of stereotype in each number. Write the letter of your answer in your answer sheet.

1. "Do not believe what our barangay captain says. He is only a high school graduate," Maquie told her neighbors.
a. racial b. sexual c. gender d. social class
2. People who live in Pulang Bato Village, a place where many crimes happen, are bad and dangerous.
a. racial b. sexual c. gender d. social class
3. Senior citizens are not allowed to avail of the cash for work program in the barangay because the officials believe that they can't do the work anymore.
a. racial b. age c. gender d. group of individuals
4. Filipinos are always late. That's the reason why we have "Filipino time."
a. racial b. sexual c. gender d. group of individuals
5. Girls are emotional, so they cannot be strong leaders.
a. racial b. sexual c. gender d. group of individuals

Activity 2

Directions: Read the paragraph carefully and answer the questions that follow.

(1) Many residents from *Brgy. Nagkakaisa* are falling in line at the barangay hall to claim a free umbrella donated by YXY Channel 27. (2) Alita gets a black umbrella while her friend, Panyong, receives a pink umbrella. (3) Panyong tells a crew member of the TV station that he wants to get a black umbrella because all the members of their dance group are wearing black jeans, black shirts, black shoes, and anything black. (4) He says that since his friends already own a black umbrella, he needs this one, too. (5) The crew member then asks Alita to exchange an umbrella with Panyong telling her that she should take the pink umbrella because she is a girl. (6) Alita, feeling so upset, refuses to accept the pink umbrella and goes home crying.

1. What object serves as the source of the problem in the story?
a. line b. umbrella c. shoes d. shirts
2. Which of the following is the crew member's reason why he/she would like to replace Alita's black umbrella with a pink umbrella?
a. donors have the right to take back what they have given.
b. Panyong needs a black umbrella for their dance shows.
c. a pink umbrella is a girl's umbrella.
d. boys are superior to girls.
3. Which sentences in Number 2 are examples of a stereotype?
a. a & b b. b & c c. c & d d. a & d
4. Why does Panyong want a black umbrella?
a. He believes that a black umbrella will make him look handsome.
b. He wants to be like his friends who prefer black as the color of the group.
c. He knows that a black umbrella absorbs more UV rays from the sun.
d. He wants to give an umbrella to his mother.
5. Which sentence in the paragraph shows the "bandwagon" propaganda technique that deals with the popularity of something with regard to its specific quality, characteristic, product, or fashion?
a. first b. second c. third d. fifth



What's New

Now that you have encountered types of propaganda techniques, do the next activities to get to know more about them.

Activity 1

Directions: Analyze the advertisements below then answer the questions that follow. Write your answers on a separate sheet of paper.



1. What product is being promoted or sold?
a. muscle b. perfume c. scent d. men
2. What does the advertisement want to say?
a. The perfume smells like the scent of a woman.
b. Those who will use the perfume will get big muscles.
c. Men who will use the perfume are considered strong and real men.
d. Men must use perfume when working out at the gym.
3. What specific stereotype is used in this situation?
a. gender b. group c. cultural d. age
4. Do you think that the smell or scent of the perfume is something that ALL men will like? Why?
a. Yes, because it is a man's scent.
b. Yes, because of the word muscle.
c. No, because Blossoms Perfume has the best scent.
d. No, because not all men will like something that they have not tried yet.
5. What words in the advertisement are used to attract male customers?
a. for real c. muscle, real men
b. perfume, scent d. none of the above
6. What type of propaganda technique is associated with the term "real men," which tries to present a very pleasant image?
a. bandwagon c. plain folks
b. testimonial d. glittering generalities

Activity 2

Sing the lines of this advertisement to the tune of “Silent Night” then answer the questions that follow. Write your answers on a separate answer sheet.

Silent night. Enjoyable night.
Air is cool. The room is nice.
The fan that keeps you happy at night.
The fan that helps you sleep at night.
Sleep with this turned on all night
Wake up with this feeling fresh.

iFAN
The super quite electric fan.

1. What is the advertisement all about?
 - a. Christmas song
 - b. a peaceful sleep
 - c. a silent night
 - d. a quiet electric fan
2. What characteristic of the product is emphasized in the advertisement?
 - a. happy
 - b. fresh
 - c. quiet
 - d. cool
3. What will likely happen to the product if the “Silent Night” tune and the “iFan” brand are used in the advertisement?
 - a. The family will be singing a song before sleeping.
 - b. The product will now become recognizable.
 - c. The product will become super quiet.
 - d. The customer will immediately fall asleep.
4. What else makes this advertisement pleasant and appealing to you?
 - a. the money that you can save
 - b. the germ-killing action of the product
 - c. the use of positive words and descriptions
 - d. none of the above
5. What have you observed with the information on this advertisement?
 - a. Only the good characteristics of the product are mentioned.
 - b. A famous person is endorsing the product.
 - c. The sentences are hard to understand.
 - d. It describes an aircon, not a fan.
6. What propaganda technique do you think is used when something is presented based only on its appealing qualities without mentioning its undesirable features?
 - a. testimonial
 - b. transfer
 - c. card stacking or evidence stacking
 - d. plain folks



What Is It

You see on TV, hear over the radio, and browse through the internet a lot of information about different products and services.

You also notice that many pieces of information about these products and services are exaggerated to influence or convince you to buy them.

In our examples in the previous activities, a perfume and a fan are presented using positive descriptions. There is no mention of any negative aspects, effects, or disadvantages of the products even though they might have some of these.

This deliberate use of only good descriptions while covering some negative qualities, effects, or disadvantages is misleading and wrong. This act of spreading information, ideas, or rumors to help or harm someone or something or to influence your opinion is called propaganda.

There are many types of propaganda techniques that are used to influence your impression or opinion about people and things. To help you get a better understanding of this lesson, read the following definitions and examples of the common propaganda techniques:

PROPAGANDA TECHNIQUES

1. Bandwagon

A bandwagon is the use of a thing, idea, or trend that attracts growing support from a number of people. The scenario about the black umbrella becoming popular among members of a dance group in **What's In** is an example of a bandwagon. There is no other reason why Panyong wanted to have the black umbrella except that he knows that everyone in his group likes to use anything that is black and that he, too, must use everything that is colored black. This practice is very common in marketing where a customer buys a product because everybody else is buying it.

Example: Juan wants to buy a new Sonic cellphone because an advertisement shows that nine out of ten Filipinos prefer to use it over other phones.

2. Glittering Generalities

This is considered as the most basic type of propaganda. It is defined as the use of praises or pleasant-sounding words and comments in favor of someone or something. These words paint a positive description of people and things much like the glitter and sparkle that you see in a diamond.

The advertisement about a men's perfume which uses attention-getting words such as "real men" and another about an electric fan which uses ideal descriptions like "silent night, enjoyable night, cool, nice, and fresh" all show an example of glittering generalities.

Because of its ability to take advantage of the power of words, this technique

is used to enhance the image of people, places, or things.

Example: Do you want to go to the most relaxing hotel in the city? Go to Leo's Lodging Hut! Enjoy the spectacular view of the city from a height of a thousand feet and breathe fresh air coming from the sea. There is more! Pamper your taste buds with mouth-watering dishes and refreshing drinks!

3. Name-Calling

If glittering generalities are often filled with praises in order to provide a positive meaning to a certain advocacy or product, name-calling is the opposite. It is often a destructive rather than constructive propaganda. Name-calling is a technique that uses negative descriptions, comments, or ideas that are labeled or tagged to someone or something.

For example, when a person says that his/her rival is the "attack dog" of the other team, the speaker is putting a negative label on that person. Those who hear might get suspicious and uncomfortable with the said person although what has been said may not be true.

Example: Village X is a den of thieves and a hideout of criminals. Snatchers run to the village to hide. Demolish Village X!

4. Plain Folks

Nothing can be more familiar and closer to our hearts than the regular people and common life values such as family, finance, and health. The "plain folks" propaganda technique is simply defined as the use or portrayal of ordinary people in real-life settings to promote an idea, product, or service. Seeing an advertisement about a mother doing some laundry beside a water pump while using a particular product, say a particular detergent soap, will also attract others to use the same soap since it is used by a real person who is also like them.

Other advertisements may show a farmer drinking a particular coffee, an office worker eating at a certain restaurant, or even a student using a specific brand of shoes that allow the audience to see the usefulness or advantages of the products in real life.

Example: Mano Badong, a jeepney driver, goes home late at night. Tired and hungry, he checks the kitchen if there is something for supper. There is not any food left. Then, suddenly, he sees a pack of Yummy Noodles in the corner. He cooks the noodles in less than five minutes. As soon as he is done, he says, "Yummy Noodles, the noodles for every Juan like me!"

5. Testimonial

One of the most popular propaganda techniques is testimonial. It is a method of using the words, impressions, and recommendations of a famous person to promote an idea, product, or service. This is very common on TV and radio advertisements where a showbiz celebrity, a famous athlete, or a well-known TV host endorses a product or campaign for an advocacy or project. Because the person is famous and well-liked, the product or campaign being endorsed may also become popular among his or her followers. These people may buy the product or follow what he or she says not because they need to buy a product or do the action but because they simply like the famous person.

Example: A famous singer is talking on TV about a new cooking oil. She says that her cooking has improved and the food she cooks has become tastier because of this cooking oil.

6. Transfer

This type of propaganda is defined as a technique that projects or transfers certain positive or negative qualities of a person, ideology, or object to other things and people that make them more or less attractive. As stated, the qualities that may be transferred could be positive or negative. In the previous exercise about a quiet electric fan, a positive transfer took place. In that example, the melody of a familiar Christmas song “Silent Night” and the use of “iFan” as the brand name which rhymes with a popular brand of a mobile phone” were used in a positive way to make the product easy to recognize and remember.

Because you can relate to the Christmas song and the famous mobile phone brand, their qualities are somehow “transferred” to the product which is the electric fan. If you were about to buy a new fan, you may consider buying this electric fan because you can imagine that your nights will be quiet and enjoyable like a typical Christmas night and you can also feel that this is a reliable product since it sounds like a popular mobile phone brand.

Example: A new motorcycle called Horsepower 500 is being introduced by Stallion Motors. Designers say that it will be the fastest motorcycle on the planet.

7. Card Stacking

The basic definition for this propaganda technique is that it refers to the stacking of cards in favor of a person, product, action, or idea being talked about. The “cards” being stacked are the qualities and reasons that are provided in support of the thing being described. This technique also involves the deliberate omission of certain facts that may make the thing or person look bad.

Card stacking is a common strategy used in advertisements and debates. In an advertisement, a product is being presented with only its advantages without mentioning its disadvantages. In a debate, only the reasons or arguments in favor of one side is given.

To give a concrete example, an expensive whiskey is portrayed on a poster as something very pleasant. People are smiling and enjoying the company of other good-looking people while drinking. The advertisement does not show what happens when these people drink it too much.

Example: Card Stacking – Why should we vote for Ronald? Well, he is smart, aggressive, and tough. He won’t get out in any argument and he has always won debates. He is the perfect person for the position.

Propaganda techniques, just like stereotypes, also influence your ideas or opinions about people. Most of these techniques may be used in favor or against a person, a group, an organization, or an institution. Therefore, you should be able to recognize them if they are used in certain ways, so you can make better and wise decisions or actions.

If you think your friends have a fixed opinion about someone or something, you can only hope to explain to them politely what you want them to know, but you have to respect their point of view.



What's More

Let us put your understanding of the lesson to the test. Do the following activity that will assess your knowledge and skills in identifying the different propaganda techniques.

Directions: Read the following advertisements, statements, and situations and identify the propaganda technique used in each situation. Pick your answer from the choices given and write it on a separate sheet of paper.

Glittering Generalities
Name-Calling

Card Stacking
Bandwagon

Plain
Testimonial Transfer

Folks

1. Buy A1 Shoes. These are the shoes that will match your classy style, your great looks, and your strong personality!
2. Michael Jackstone, a well-known break-dancer, endorses Plasticman Magic Drink that will make your body healthier and stronger.
3. A candidate told his supporters not to vote for his rival. He says that his rival's grades in elementary and high school were below 80. He also called his rival "cheap."
4. Aling Doray only sends and receives money through "Kabagwakan Pawnshop: The People's Pawnshop" because she believes that it welcomes ordinary people like her.
5. A salesman talked to my father about a new battery. The salesman enumerated 10 good things about the battery. He did not mention any negative quality of the product.
6. The jeepney driver says he is using Carabao Tires. He says that this brand of tire is very much like a real carabao – it is durable and dependable, and it keeps working under all weather conditions.
7. Almost everybody in our city is using Hello Telecom. Buy one if you want to be one of us



What I Have Learned

Directions: Match the description in Column A with the correct propaganda technique in Column B. Write your answers on a separate sheet of paper.

Column A

1. buying a product because everyone else uses it
2. feeling comfortable with a product because it is intended for simple people like you
3. just showing the good characteristics of a product
4. using appealing words to describe someone or something
5. using a product because it is associated with another idea, tradition, or belief that you already like
6. buying a product being endorsed by a famous person
7. using negative descriptions against the product

Column B

- a. Transfer
- b. Glittering Generalities
- c. Card Stacking
- d. Name- Calling
- e. Bandwagon
- f. Testimonial
- g. Plain Folks



What I Can Do

Activity 1

Directions: Match the advertisements in Column A with the propaganda techniques in Column B. Write the letter of the correct answer on a separate sheet of paper.

Column A

1. Boy-boy's Burger: The best- tasting hamburger in town!
2. Use Rainbow Toothpaste, recommended by 9 out of 10 dentists!
3. OA-1 Express Padala: For Quick, Dependable, and Dedicated Service!
4. Because we are a family, and a family beats with the same heart, watch Family Love Channel!
5. Listen to DYXL: The radio station of every simple and hardworking Filipino.
6. Hi, I am John Timberwolf, a singer and composer, saying No to Dengue but Yes to Wolf Insecticide!
7. Let's avoid those people. They are hungry alligators.

Column B

- a. Transfer
- b. Glittering Generalities
- c. Card Stacking
- d. Name-Calling
- e. Bandwagon
- f. Testimonial
- g. Plain Folks

Activity 2

Directions: Name at least seven advertisements on TV, radio, internet, or posters/billboards that you have seen or heard and identify their propaganda technique used. An example is provided below as your guide. Write your answers on a separate sheet of paper.

Example: Gen Z Soda! The Choice of the New Generation! - Bandwagon



Assessment

Directions: Read the paragraphs below then answer the questions that follow. Write only the letter of your choice on a separate sheet of paper.

(1) Juan is upset with his classmate, Pedro, because the latter keeps on buying things that his friends have. (2) Juan also does not like Pedro posting a video of himself dancing on Mobile Jam just like what his friends are doing.

(3) Juan calls Pedro gullible because he immediately believes what he reads on social media. (4) Pedro recently applied egg white all over his skin after reading a post of a famous blogger that says that the substance will protect people against COVID-19 if they will use it like a lotion. (5) The blogger apparently claims that the egg white has so many good properties without any unpleasant side effects.

1. Why is Juan upset with Pedro?
 - a. Pedro is reading a famous blogger's posts.
 - b. Juan does not have an expensive mobile phone.
 - c. Pedro keeps on buying what his friends are also buying.
 - d. Posting yourself dancing on Mobile Jam is a shameful thing to do.
2. Which sentences in the paragraph illustrate an example of a bandwagon?
 - a. 1 and 2
 - b. 2 and 3
 - c. 3 and 4
 - d. 4 and 5
3. What kind of propaganda technique is used in Sentence 4?
 - a. transfer
 - b. name-calling
 - c. bandwagon
 - d. testimonial
4. Which of the following is an example of card stacking?
 - a. The egg white has so many good properties without negative effects.
 - b. Pedro keeps on buying things that his friends have.
 - c. The substance will protect people against COVID-19.
 - d. Juan calls Pedro gullible.
5. What word in the third sentence is used as name-calling?
 - a. Juan
 - b. Pedro
 - c. gullible
 - d. social media
6. Which of the following is a lesson that you can learn from the story?
 - a. Do not believe what you see or read on social media right away.
 - b. Avoid posting dance videos if you are not good at dancing.
 - c. An egg white is meant to be cooked, not applied to one's skin.
 - d. It is not good to call your classmate gullible.
7. Which of the following propaganda techniques is NOT used in the

paragraphs above?

- a. bandwagon b. name-calling c. testimonial d. plain folks

8. If you were Juan, how would you tell Pedro about your observations without offending or hurting his feelings?

- a. Shout at Pedro, so he will wake up from his madness. b. Talk to Pedro with understanding and tolerance.
c. Post a comment about Pedro's crazy actions online.
d. Warn Pedro that Mobile Jam is a dangerous phone app.

9. How did the propaganda techniques affect Pedro in the story?

- a. It made Pedro crazy.
b. It influenced his beliefs and actions.
c. It made Juan upset with his classmate.
d. It makes us realize the importance of propaganda.

10. What do you think is the importance of understanding these propaganda techniques?

- a. It enables us to be thoughtful and careful about what we read, see, or hear.
b. It increases our knowledge about the universe and the world we live in.
c. It gives us practical training to become a lawyer in the future. d. It makes us smarter than other people.



Additional Activities

Directions: Cut out a picture of an advertisement from an old newspaper or a magazine and paste it on a sheet of paper. Below the picture, write or identify the propaganda technique used. The following format is provided for you.

P
i
c
t
u
r
e

Propaganda Technique:



Answers Key

Criteria	Points		
	1	2	3
Relevance of Output to the Task	irrelevant	relevance is weak	relevant
Clarity of Picture	poor	acceptable	good
Creativity in the Output	not evident	creative somewhat	creative

Additional Activities

Answers vary.

Assessment

1. c
2. a
3. d
4. a
5. c
6. a
7. d
8. b
9. b
10. a

Activity 2

1. b
2. c
3. c
4. b
5. c

What's In

- Activity 1
1. social class
2. social class
3. age
4. racial
5. gender

What I Know

1. a
2. d
3. b
4. a
5. c
6. b
7. a

What's More

1. Greeting Generalities
2. Testimonial
3. Name-Calling
4. Plain Folks
5. Card Stacking
6. Transfer
7. Bandwagon

Activity 2

1. d
2. c
3. b
4. c
5. a
6. c

Activity 1

1. b
2. c
3. a
4. d
5. c
6. d

What's New

What I Can Do

- Activity 1
1. b
2. e
3. b/c
4. a
5. g
6. f
7. d

Activity 2

Answers vary.

What I Have Learned

1. e
2. g
3. c
4. b
5. a
6. f
7. d

References

Dictionary.com. "Propaganda." Accessed August 20, 2020.
<https://www.dictionary.com/browse/propaganda>

iBuzzle.com. "Types of Propaganda Techniques: A Detailed Explanation."
[Accessed 13 August 2021. <https://ibuzzle.com/types-of-propaganda-techniques>.

Study.com. "Plain Folks Appeal in Advertising: Definition & Examples."
Accessed February 23, 2016.
<https://study.com/academy/lesson/plain-folks-appeal-in-advertising-definition-examples.html>.

Vocabulary.com. "Bandwagon." Thinkmap, Inc. <https://www.vocabulary.com/dictionary/bandwagon>

For inquiries or feedback, please write or call:

Department of Education – Bureau of Learning Resources
(DepEd-BLR) Ground Floor, Bonifacio Bldg., DepEd

Complex

Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: blr.lrqad@deped.gov.ph * blr.lrpd@deped.gov.ph