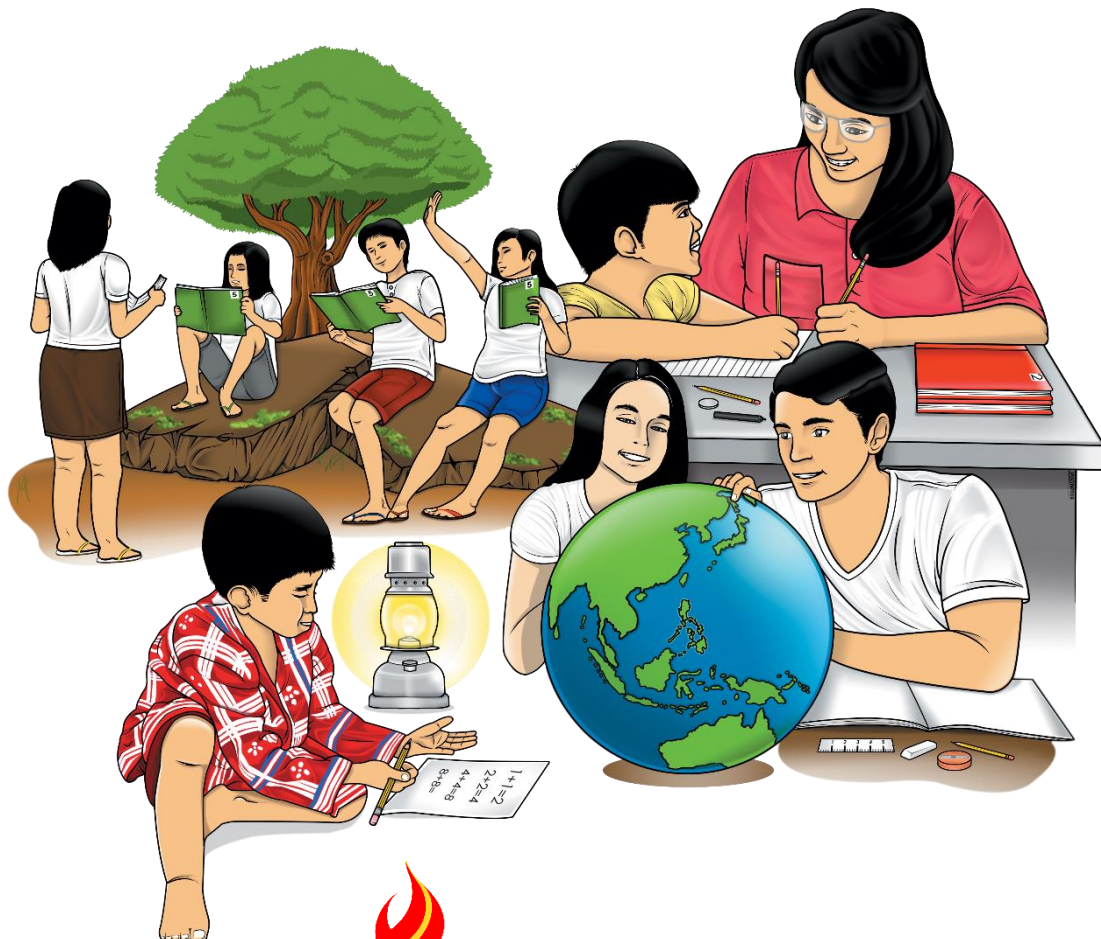


English

Quarter 3 – Module 2: Using Propaganda Techniques



English – Grade 8
Alternative Delivery Mode
Quarter 3 – Module 2: Using Propaganda Techniques
First Edition, 2020

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English

Quarter 3 – Module 2:

Using Propaganda Techniques

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, 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.

Pre-tests 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 post-test 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, Notes to the Teacher are 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.

Thank you.



What I Need to Know

This module is developed based on the most essential learning competency (MELC) presented in the English 8 curriculum guide for the third quarter. The lesson found in this module is divided into individual parts of activities and notes for further reading.

This lesson is an attempt to help you learn how to analyze intention of words or expressions used in propaganda techniques.

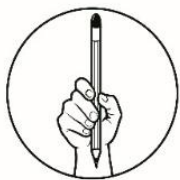
In sum, the material can be used for individualized instruction working through topic by topic. In this respect, we hope that the module will itself be put to use productively in different ways that nonetheless contribute to its underlying aims: to save our learners from dropping out and to develop an awareness of reading among our learners, where reading the word is a part of reading the world.

The most essential learning competency in this module is to analyze intention of words or expressions used in propaganda techniques (EN8V-IIIg-26).

Objectives:

As a learner of this module, you are expected to:

1. identify the different propaganda techniques;
2. evaluate the words and expressions as tools used in propaganda techniques;
3. demonstrate the importance of understanding the intentions of words used in a propaganda;
4. examine a propaganda in terms of techniques and intention of words used.



What I Know

Before we start discussing the lesson, let us find out how much you know about the topics covered in this module. However, if you get one or more mistakes, proceed with the module.

Directions: Read each question below and choose the letter of the correct answer. Write your answers on a separate sheet of paper.

1. What particular technique is used which is intended to make consumers accept or approve something without looking closely at evidences?
 - A. advertisement
 - B. commercial
 - C. announcement
 - D. propaganda

2. What type of propaganda uses appealing phrases which are closely associated with highly valued concepts and beliefs but without offering any supporting information or reason?
 - A. card stacking
 - B. glittering generalities
 - C. name-calling
 - D. soft soap

3. What propaganda technique is intended to damage the image of the competitor by using names that evoke fear or hatred such as, “racist, dictator, and communist”?
 - A. card stacking
 - B. glittering generalities
 - C. name-calling
 - D. plain folks

4. Which propaganda technique presents a negative quality of a person, entity, object, or value to discredit it and make the other option more acceptable?
 - A. loaded words
 - B. plain folks
 - C. simplification
 - D. transfer

5. What propaganda technique is used in the statement, “Things go better with Coke”?
 - A. card stacking
 - B. glittering generalities
 - C. name-calling
 - D. plain folks

6. What propaganda technique is commonly used in the world of advertising because buyers are on the lookout for real experiences?
 - A. card stacking
 - B. name-calling
 - C. plain folks
 - D. soft soap

1. "I love visiting you folks in the city because people are wholesome, hardworking, and family – centered." Which propaganda technique is used in the statement?
 - A. glittering generalities
 - B. name-calling
 - C. plain folks
 - D. soft soap
2. Which propaganda technique attempts to influence an audience by using words with strong emotional appeal or may also portray stereotypes that cannot be supported by concrete evidences?
 - A. bandwagon
 - B. card stacking
 - C. loaded words
 - D. simplification
3. "A superstar mother talks about her experience of using the diaper that she prefers for her baby and the advantages of using it." What propaganda technique is used in the situation?
 - A. loaded words
 - B. simplification
 - C. testimonial
 - D. transfer
4. What propaganda technique is used by drug manufacturers in their advertisements that seems to hide the possible harmful side effects of their products?
 - A. card stacking
 - B. name-calling
 - C. plain folks
 - D. soft soap
5. "In a school election, a voter is confused on who he is going to vote for school president, but because most of his classmates and friends love "candidate X", he decided to go along with the choice of the majority." What propaganda is used in the situation?
 - A. bandwagon
 - B. loaded words
 - C. name-calling
 - D. simplification

6. Which propaganda technique is intended to reduce the critical issue into a simple one by using a catchy expression to persuade uninformed listeners?
- A. loaded words
 - B. simplification
 - C. soft soap
 - D. testimonial
7. “A brand of snack food is loaded with sugar and calories; however, the commercial boasts that the product is low in fat, implying that it is also low in calories.” What propaganda technique is used in these details?
- A. card stacking
 - B. name-calling
 - C. plain folks
 - D. soft soap
14. Which statement uses soft soap propaganda technique?
- A. You are a criminal! You don't deserve to be elected.
 - B. My actions of service for you are my best work in life.
 - C. I am the right person to be voted because of my visible services.
 - D. I know that you are wise voters. The future of this country is in your hands.
15. What do you think is the right thing for you to do if you see a propaganda of a slimming tablet with a promo sale of buy 1 take 1 and sold at a very cheap price and you really want to lose weight?
- A. Not buy the product until I can prove that it is effective.
 - B. Immediately buy the product for its very good offer.
 - C. Buy the product because of its convincing promotion.
 - D. Conduct a thorough research on the product especially for possible negative side effects of the product before buying it.

Module 2

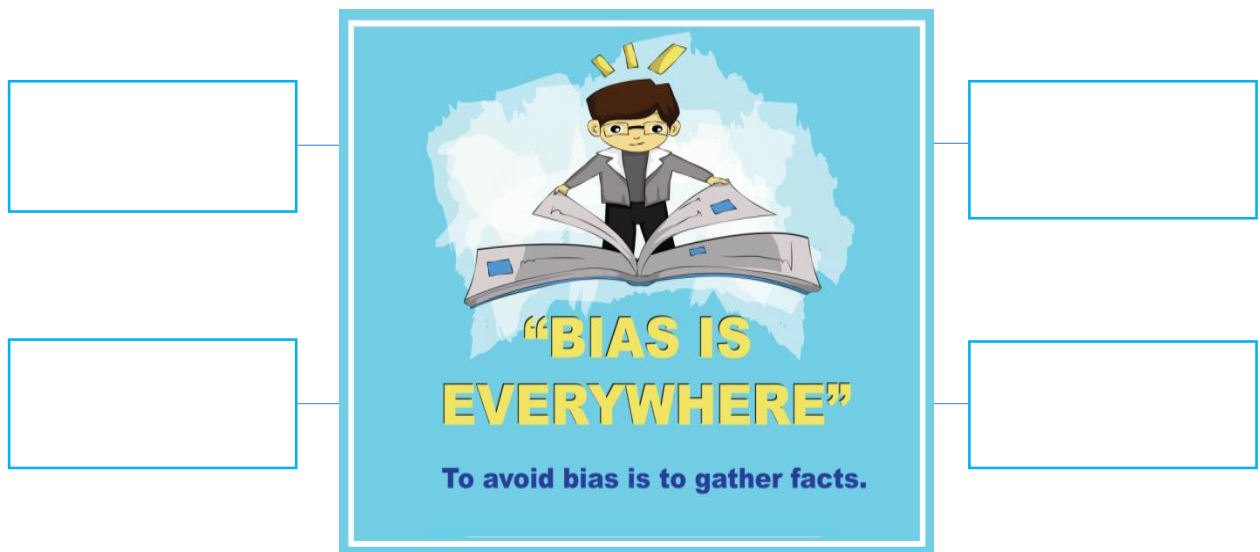
Using Propaganda Techniques



What's In

In the previous module, you have encountered one of the issues of the information age which is the unavoidable presence of biases found in texts. Here is a poster telling that bias is everywhere; hence, it is important to carefully examine texts.

Directions: Convince the readers that examining biases is important by completing the graphic organizer below. Write your answers on a separate sheet of paper.



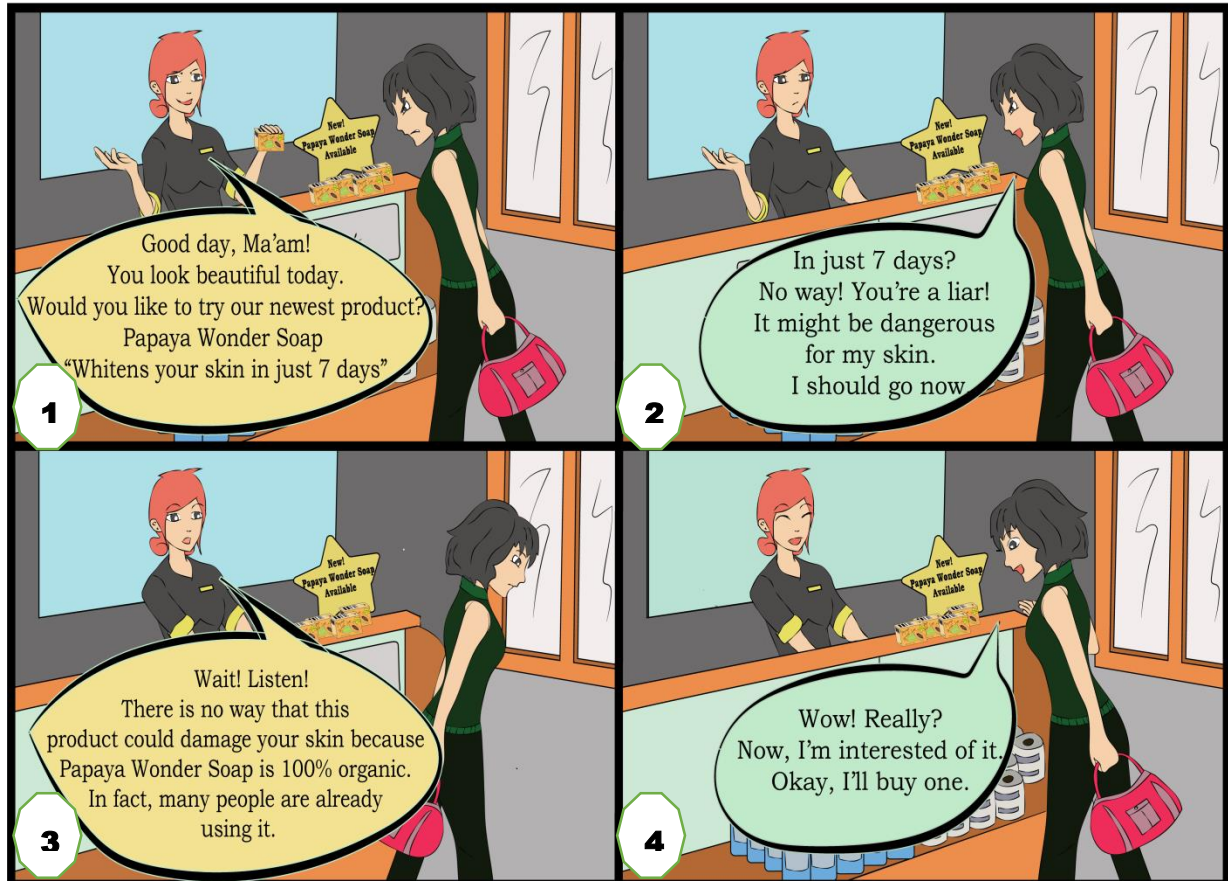
- Reflect on the words and strategies that you used in attempting to convince readers. Do you think they are enough for you to be able to persuade them that examining biases are really important?
- There are actually different ways to convince an audience as we present ideas and facts.
- You will learn more about the power and intentions of words and expressions in convincing others as you go through this module.



What's New

Directions: As you go along with this lesson, you will learn a great deal about the power of words in convincing and influencing others.

Read the comic strip below and answer the guide questions that follow. Write your answers on a separate sheet of paper.



1. Did the saleslady successfully convince the customer to buy the product?

2. What words or phrases were used by the saleslady to convince the customer?

3. If you were the customer, which particular technique used by the seller in of the comic strip do you think would convince you the most?

4. Do you think that the techniques used here are effective? Why or why not?
-
-



What is It

How do you decide which product to buy or what idea to support? Looking for facts to make informed choices is an excellent idea, but equally important you also need to understand the words and expressions used and recognize the intention behind those words. Are they facts, or are they merely false claims disguised as facts intended to convince you?

In this part of the module, you will learn more about the nature of propaganda, its types, and eventually how to analyze the intention behind the words and expressions used.

Propaganda. It is a form of communication that is aimed at influencing the attitudes, perspectives and emotions of people or communities toward some cause or position by presenting only one side of an argument. It is usually repeated and presented over a wide variety of media in order to attract the interests of a greater majority.

Types of Propaganda Techniques. There are a number of ways and/or techniques on how to persuade people to buy products, accept ideas, and avail services.

1. **Card Stacking.** This is a technique that shows the product's best features, tells half-truths, and omits its potential problems.

Example:

NO
TRANS
FAT



In this picture, the facts about the product are selected and presented, which most effectively strengthen and support the claims of the product endorser.

The propaganda uses card stacking technique because the milk in the poster claims to have no trans-fat but it hides the truth of the possible negative side effects of their product.

2. **Name-calling.** This is the use of names that may evoke fear or hatred among the viewers. The name-calling technique links a person or idea, to a negative symbol. The most obvious type of name-calling involves bad names such as racist, dictator, terrorist, rebel, protester, idiot, liar and monster.

Example:



The picture shows a person holding a placard stating derogatory words such as *racist* and *spineless complicit pigs*.

The propaganda uses name-calling because the use of the above-mentioned words creates a negative image to the person or organization.

3. **Plain Folks.** This is the use of common people to sell or to promote a product or service. Advertisements appear to associate a person or groups of individuals to be one of common people or the masses. This technique is commonly used in the world of advertising because buyers are on the lookout for real experiences.

Example:



In this picture, a successful security guard who graduated Cum Laude is drinking a kind of coffee which seems to be enticing to common people. A husband and father, he is a common person representing a larger number of consumers.

This picture uses plain folks propaganda technique because it uses common people to sell or to promote a product or service.

4. **Glittering Generalities.** This is the use of words or ideas that evoke a positive emotional response from an audience. Virtue words are often used. For better effect, brands appear to use hyperboles, metaphors, or lyrical phrases to attract more attention.

Example:



Source: <https://tinyurl.com/y9odqtbw>

In this picture, the beautiful places in Surigao del Sur is being shown with an appealing tagline that says, “A Shangrila by the Pacific” to attract the tourists.

This shows an example of glittering generalities because it uses the word Shangri-La which also means paradise, a word that evokes a positive emotional response from an audience.

5. **Soft Soap.** This is the use of flattery or insincere compliments designed to get the audience on the side of the speaker.

Example:



In this scenario, the salesman is trying to convince the lady to buy the dress that he is selling by flattering and complimenting her. He uses the word gorgeous instead of ma'am or miss. He says, “You look stunning. The dress would fit on you.”

This shows an example of soft soap propaganda technique because the salesman uses flattery or insincere compliments to convince the costumer.

6. Bandwagon. This is a technique that persuades people by showing them that everyone else are doing the same thing. It also implies that one must accept or reject an idea because everyone else is accepting or rejecting it.

Example:



Maria has doubts about joining investment schemes that promise a high return of interest for a short period of time. Because her family and friends are doing it, she decided to invest her money, anyway.

This is an example of a bandwagon propaganda technique because Maria was pressured to accept the idea of joining an investment scheme knowing that everyone is doing it.

7. Testimonial. This is a technique wherein a famous or seemingly authoritative person recommends a product or service, and vouches for its value.

Example:



A famous singer drinks a bottled water, then she smiles and yell, "Things never change. Ever since I started singing, this drink has always been best for me, for my voice, and for my family!"

This is an example of a testimonial propaganda technique because a famous personality recommends a product and speaks for its value.

8. Transfer. This is a technique used in propaganda and advertising- known as association. This technique of projects positive or negative qualities of a person, entity, object, or value to another in order to make the second more acceptable or discredit it.

Example:



An influential female group wearing blonde hairstyle rocks on stage and exclaims, “She bangs!”

Teenage girls imitate the trending blonde hairstyle of this famous group because it gives them a positive feeling of being one of them.

This is an example of a transfer propaganda technique. Because imitating the group of artists’ hairstyle gives them a positive feeling of acceptance.

9. Simplification. This is used to reduce crucial issues to basic ideas and packages them with catchy slogans and images. It usually targets uninformed readers or customers.

Example:



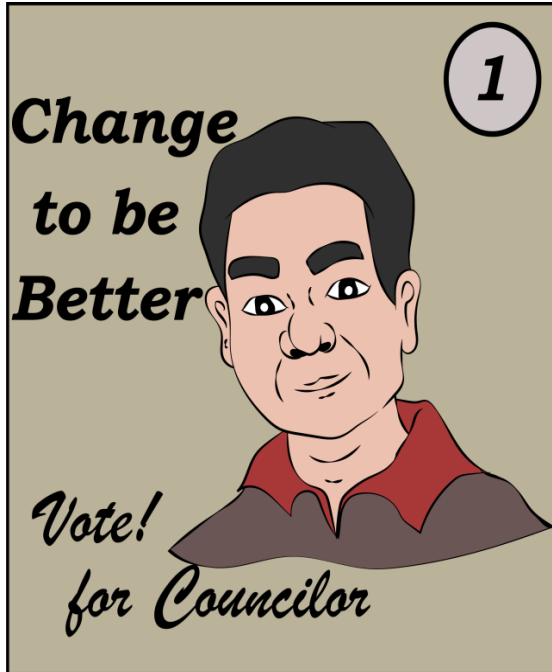
An important person in the community declares “We made it!”

The person deliberately announces victory against a massive health issue experienced by the country despite the increasing number of cases of the disease.

This is an example of a simplification propaganda technique because the person reduces the critical issue into a simple one by using a catchy expression to persuade uninformed listeners about the real health status.

10. Loaded Words. This technique uses words in attempting to influence an audience by using emotional appeal or stereotypes that cannot be supported by concrete evidences.

Example:



A campaign poster has a photo of a political candidate and a screaming phrase, "Change to be Better". The poster does not tell us anything else, neither about how supporting the candidate will mean change to be better, nor about how we will get change by supporting him.

This is an example of loaded words propaganda technique because it uses an expression that is stereotypically used by political candidates and is generally appealing to the emotions of the audience which cannot be supported by solid evidence.



What's More

Now that you have learned about different propaganda techniques, it is time to find out how much you have understood the lesson. The activities that follow will help you assess your understanding of the topic.

Activity 1. Look Who's Talking

Directions: Analyze and identify the propaganda technique used in each situation below. Select your answer from the word bank and write it on a separate sheet of paper.

WORD BANK		
Card Stacking	Testimonial	Name-Calling
Transfer	Loaded Words	Simplification
Soft Soap	Bandwagon	Plain Folks
Glittering Generalities		

- _____. A beach resort has its poster with a picture of a beautiful view and a tagline that says, "Experience real paradise!," designed to attract tourists.
- _____. A political candidate is labelling his opponent a "corrupt leader".
- _____. A common family is shown in an advertisement happily or excitedly having noodles for their dinner.
- _____. A seller of a handbag says to the customer, "You'll look elegant with this bag on you!"
- _____. A make-up brand says that its products will make you look young and beautiful but it doesn't tell you the possible side effects of the chemicals in products do to your skin.
- _____. An avid fan feels good about herself as she uses the shampoo patronized by her favorite model endorser.
- _____. A student argues to his teacher that it is better to submit his project very late than never submitting it at all. The student contends that it is a lesser evil to do so. However, the manner of the student seems off since he is just playful talking to the teacher about it even if the situation is a serious matter in school.

8. _____. Maria has doubts about buying products online, but since most of her friends are doing it she dismisses her doubts and went ahead to buy some products online.
9. _____. A leader in his speech says, “We are making a tremendous progress in our economy,” but he did not discuss facts nor present statistics to support his claim.
10. _____. Holding a toothpaste, a beauty queen smiles and tells everyone that the product can really whiten teeth and freshen one’s breath.

Assessment1. 3-2-1 Exit Ticket!

Directions: Based on the activity 1, fill in the graphic organizer below. Write this on a separate sheet of paper.

<p>3 Give at least three (3) propaganda techniques that are most interesting to you.</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>2 Cite two (2) most powerful words or phrases that you consider effective in convincing you or other people.</p> <p>_____</p> <p>_____</p>	<p>1 Give at least one (1) common feature of the propaganda techniques.</p> <p>_____</p>
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Activity 2

Directions: Identify what words or phrases in the given tagline or statement in the propaganda which are used to convince the audience to buy the product or accept the idea. Write your answer on a separate sheet of paper.

1.



Tagline:

“Coke makes your day cooler.”

Answer: _____

2.



Statement:

I am grateful to be in front of these beautiful and smart people.

Answer: _____

3.



Statement:

Beware! Terrorists are everywhere.

Answer: _____

4.



Tagline:

Smart kids choose Bonakid!

Answer: _____

5.



Tagline:

“Amazing sugar-free muffins: healthy sweets that brighten your day!”

Answer: _____

6.







Statement:

I never expect to be cured from cancer using this Miracle Drink within three months. The doctor gave me only six months to survive but God granted my prayers through this food supplement. Try it yourself and it will never fail you!

Answer: _____

7.

Month	Infected Covid Patients
April	
May	
June	
July	

Statement:

Nothing to worry! Statistics shows that the number of Covid-19 deaths in the country is only a bit of the country's total population.

Answer:

8.

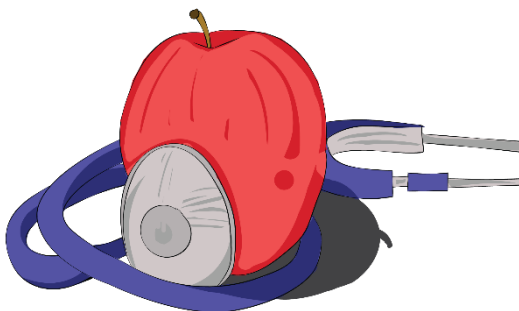


Statement:

I decided to buy this cellphone because everybody else is using it. The cellphone has latest cutting-edge technology which is sought by many.

Answer:

9.



Tagline:

"An apple a day keeps the doctor away." A father reminds his son as he slips two apples into the lunch bag of his son.

Answer:

10.



"The Hope of humanity"

Tagline:

"The Hope of humanity"

Answer: _____

Assessment 2:

Directions: Based on activity 2, fill out the table below. In the first column, identify the propaganda technique used in each tagline or statement. In the second column, write the words or phrases you think are powerful and convincing, and in the third column, write the corresponding meanings of the words or phrases. Do this on a separate sheet of paper.

Item no.	Propaganda Technique	Powerful words or phrases	Meaning
1.	Glittering Generalities	...cooler	In times of bad mood, Coke can make your day cooler.
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Activity 3 Watch and Learn

Directions: List five advertised products and their corresponding taglines on the table below. Look for advertisements from available resources like television, radio, newspapers, or posters. Do this on a separate sheet of paper.

Example:

Product

Tagline

Rejoice Shampoo -----“Smooth, with perfume all day long.”

PRODUCT	TAGLINE
1.	
2.	
3.	
4.	
5.	

Assessment 3

Directions: Based on activity 3, analyze the intention of words and expressions used in the taglines and answer the questions that follow. Do this on a separate sheet of paper.

1. Which of the taglines do you think are more enticing for people to buy the product or accept the idea?

Reasons: _____

2. Which information in the tagline do you find less convincing?

Reasons: _____

3. Which information in the tagline do you think is based on facts?

Reasons: _____

4. Which information in the tagline is quite biased?

Reasons: _____



What I Have Learned

Wow, you made it this far! After accomplishing the three activities and assessments in What's More, let's check what you have learned.

Today I have learned that propaganda is _____

I have also learned that propaganda has different types of techniques such as

I have understood that words and expressions play an important role in a propaganda because _____

Therefore, I commit _____



What I Can Do

Now that you have gained insights about propaganda techniques, it is time for you to apply your understanding to real-life situations.

Situation:

A teenager is troubled by pimples on her face. She tried different beauty products but her problem still persists. She searched for remedies online and she came across an advertisement that says

“The face and body cream that you will surely love. Whitens the skins, removes pimples, decreases eye bags and prevents scar formation in just seven days! It has oil-control formula that leaves your face naturally radiant, smooth, and shine-free. It is hypo-allergenic and dermatologically tested to be mild even on sensitive skin.”

The product was put on sale and she immediately availed the buy-one-take one promo. After using it for several days, in her dismay her pimples worsened and she noticed dark spots on her face.

Guide Questions:

- What propaganda technique is used in the situation? What words or phrases do you think helped convince the customer to patronize the product?
- In terms of language used, does the propaganda achieve its purpose? How?
- Did the teenager make the right decision of immediately buying the product online? Why or why not?
- If you were the customer, would you do the same thing as the teenager did in the situation? Why?
- How have your knowledge about propaganda technique so far influence your decision-making in supporting ideas, buying products, and availing services?

Reaction Paper Writing Rubric

(10-point Total Scale)

CRITERIA	INDICATOR	DESCRIPTION	SCORE
GRAMMAR AND LANGUAGE MECHANICS	<i>Follows the grammatical rules and language mechanics such as spelling, capitalization, and punctuation.</i>	<p>4- The paragraphs are free from errors in grammar and in any of the language mechanics mentioned (spelling, punctuation, and capitalization).</p> <p>3- The paragraphs have one to five errors in grammar and in any of the language mechanics mentioned (spelling, punctuation, and capitalization).</p> <p>2- The paragraphs have six to ten errors in grammar and in any of the language mechanics mentioned (spelling, punctuation, and capitalization).</p> <p>1- The paragraphs have more than ten errors in grammar and in any of the language mechanics mentioned (spelling, punctuation, and capitalization).</p>	
1-4 points			
CONTENT	<i>Presents reaction on the type of propaganda techniques and thoroughly evaluate the words and expressions used to convince the person to buy the product or support the idea.</i>	<p>4- The composition very clearly presents a reaction on propaganda techniques and thoroughly evaluates the words and expressions used to convince the person to buy the product or support the idea.</p> <p>3. The composition clearly presents a reaction on propaganda techniques and evaluates the words and expressions used to convince the person to buy the product or support the idea.</p> <p>2- The composition fairly presents a reaction on propaganda techniques and fairly evaluates the words and expressions used to convince the person to buy the product or support the idea.</p>	
1-4 points			

		1- The composition does not present a reaction on propaganda techniques and poorly evaluates the words and expressions used to convince the person to buy the product or support the idea.	
ORGANIZATION 1-4 points	Considers how the essay is introduced and concluded and how main arguments are connected with the use of transitional devices	<p>4 The composition is very well organized. Main arguments from the introduction down to the conclusion are very smoothly connected with transitions.</p> <p>3- The composition is well organized. Main arguments from the introduction down to the conclusion are smoothly connected with transitions.</p> <p>2- The composition is fairly organized. Main arguments from the introduction down to the conclusion are fairly connected with transitions.</p> <p>1- The composition is not organized. No transitions are used to connect main arguments from the introduction down to the conclusion.</p>	



Assessment

Now that you have learned and understood the lesson on using propaganda techniques, this part of the module will help you re-assess how much you have understood the lesson.

Directions: Read each question and choose the letter of the correct answer. Write your answers on a separate sheet of paper.

1. What particular technique is used which is intended to make consumers accept or approve something without looking closely at evidences?

- A. advertisement
- B. commercial
- C. announcement
- D. propaganda

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11. “In a school election, a voter is confused on who he is going to vote for school president, but because most of his classmates and friends love “candidate X”, he decided to go along with the choice of the majority.” What propaganda is used in the situation?
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 - B. simplification
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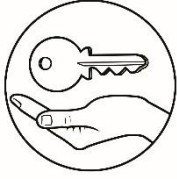
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 - My actions of service for you are my best work in life.
 - I am the right person to be voted because of my visible services.
 - I know that you are wise voters. The future of this country is in your hands.
15. What do you think is the right thing for you to do if you see a propaganda of a slimming tablet with a promo sale of buy 1 take 1 and sold at a very cheap price and you really want to lose weight?
- Not buy the product until I can prove that it is effective.
 - Immediately buy the product for its very good offer.
 - Buy the product because of its convincing promotion.
 - Conduct a thorough research on the product especially for possible negative side effects of the product before buying it.



Additional Activities

Directions: Look for products, ideas, and services advertised in the television, radio, newspapers, social media, or even through direct selling. Then, fill in the table below with the necessary information. Do this on a separate sheet of paper.

Product/ Idea Advertised	Propaganda Technique	Words or Phrases Used to Convince	Intention
E.g. Jollibee	Glittering Generalities	“Bida ang Saya!”	To convince customers by generalizing the idea of experiencing great joy when dining at Jollibee
1.			
2.			
3.			
4.			
5.			



Answer Key

What I Have Learned

Answers may vary

What I Can Do

Answers may vary (Use the Poster Rubrics for your guide as to rating of output)

Assessment

1. A
2. A
3. C
4. D
5. B
6. D
7. B
8. A
9. C
10. C
11. A
12. B
13. C
14. D
15. D

Additional Activity

Answers may vary

Activity 3

Viewing of Commercials

Answers may vary

Assessment 3

Answers and Reasons may vary

Activity 2

Answers may vary

Assessment 2

Propaganda techniques

2. Soft Soap
3. Name-Calling
4. Plain Folks
5. Card Stacking
6. Testimonial
7. Simplification
8. Bandwagon
9. Transfer
10. Loaded Words

Powerful words or phrases

Answers may vary

Meaning

Answers may vary

What's More

Activity 1

1. Glittering Generalities
2. Name Calling
3. Plain Folks
4. Soft Soap
5. Card Stacking
6. Transfer
7. Simplification
8. Bandwagon
9. Loaded Words
10. Testimonial.

Assessment 1

Answers may Vary

What's In

Answer may vary

What's New

1. Answers may vary
2. "Whitens your skin in 7 days"
3. "100% Organic"
4. "Newest product"
5. "You look beautiful today!"
6. Answers may vary
7. Answers may vary

What I Know

Pre-Test

1. D
2. B
3. C
4. D
5. B
6. C
7. D
8. C
9. C
10. A
11. A
12. B
13. A
14. D
15. D

References

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