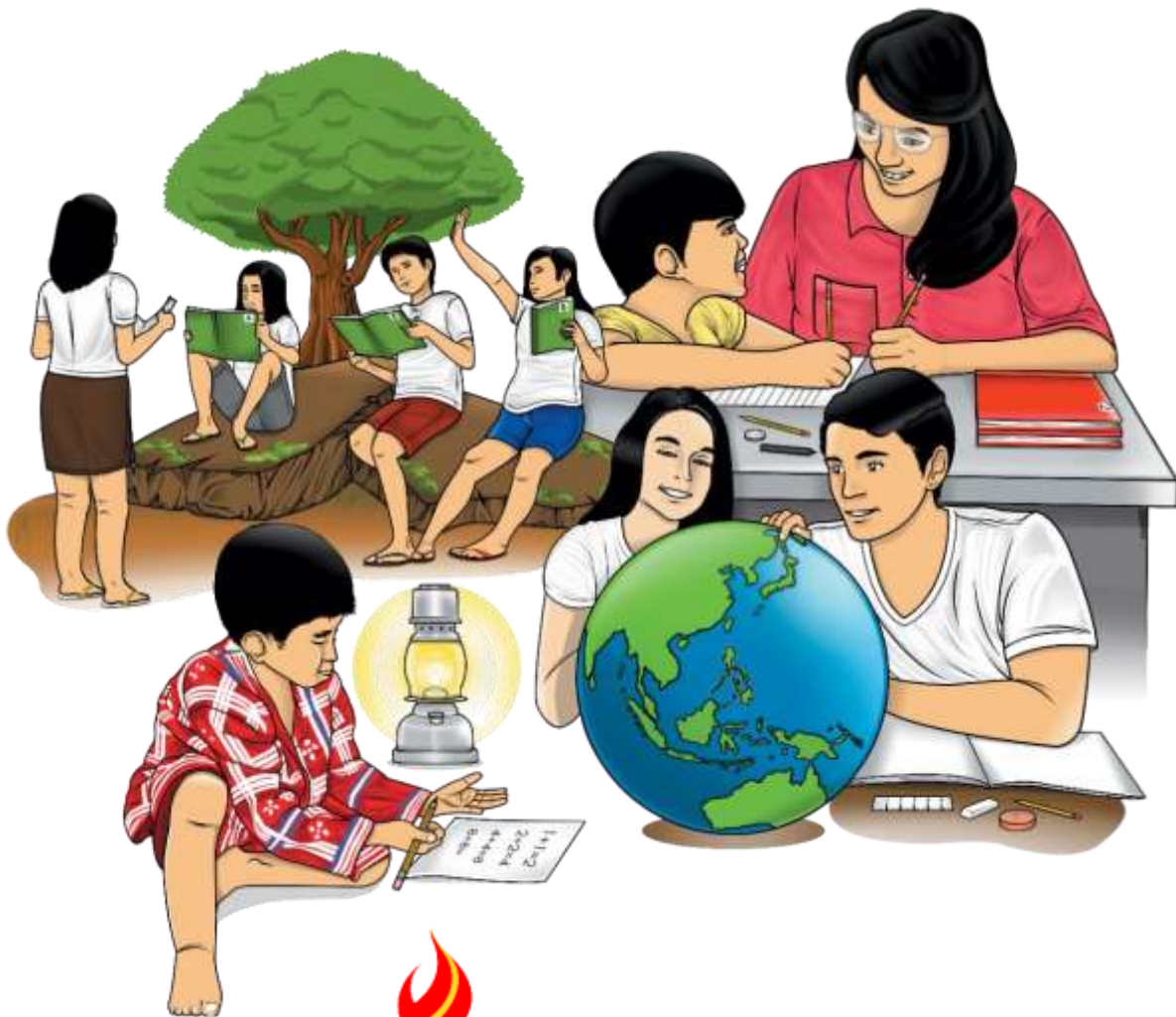


Health

Quarter 4 – Module 6: Propaganda Techniques Used in Advertising



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Health – Grade 6
Alternative Delivery Mode
Quarter 4 – Module 6: Propaganda Techniques Used in Advertising
First Edition, 2019

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

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Printed in the Philippines by _____

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Health

Quarter 4 – Module 6: Propaganda Techniques Used in Advertising

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.



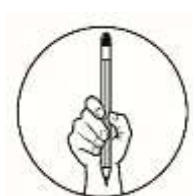
What I Need to Know

This module was designed and written with you in mind. It is here to help you recognize the common propaganda techniques used in advertising.

The module consists of only one lesson:

- Lesson 1 – Propaganda Techniques Used in Advertising

After going through this module, you are expected to identify the common propaganda techniques used in advertising (**MELC-H6CH-IVg-19**).



What I Know

Directions: Identify the propaganda techniques used in advertising. Write the letter of the correct answer on a separate sheet of paper.

1. This is a propaganda technique that gives the audience a reason to laugh in order to influence them to remember and purchase the advertised product.
 - a. Fear
 - b. Reward
 - c. Humor
 - d. Novelty
2. Which of the following statements use bandwagon propaganda technique?
 - a. Crispy, saucy and spicy chicken. What are you waiting for?
 - b. Most parents recommend Super C Vitamin. You should try it too!
 - c. Announcing the newest fragrance this summer...Sampaguita Cologne.
 - d. Buy one, take one.
3. "I am a dentist. I recommend XFA Kiddie Toothpaste for children". What kind of propaganda is used to influence the buyers?
 - a. Novelty
 - b. Testimonial
 - c. False Image
 - d. Reward

4. This technique links one idea to another. It usually uses a symbol that carries respect.
 - a. Transfer
 - b. Scientific
 - c. Bandwagon
 - d. Humor

5. Which of the following uses reward propaganda to increase sales?
 - a. We belong to PICS Art Club. We only use Colorific Watercolors in painting our art works.
 - b. Buy 1 dishwashing liquid, get a free sponge!
 - c. Enjoy the milky goodness of our new product, Pastillas de Leche.
 - d. I am an athlete. I only use Power Wow Energy Drink.

6. Which from the given choices reflects the context of this statement? “The advertisement shows users with clear skin but when I buy and use the product on my face, I develop so many pimples”!
 - a. False image
 - b. Plain folk
 - c. Transfer
 - d. Testimonial

7. This propaganda technique tells only positive or good things about a product without giving evidence or facts.
 - a. Novelty
 - b. Bandwagon
 - c. Glittering generality
 - d. Reward

8. “Most of the people in town have tried the local product of Mang Eming’s Farm. You should too!” What type of propaganda is this?
 - a. Reward
 - b. Slogan
 - c. Bandwagon
 - d. Scientific

9. Which of the following uses catchphrases or slogan propaganda?
 - a. Smoking Kills!
 - b. Active children use KID Cooling Powder to prevent sweating and rashes during play time.
 - c. Promo! Buy 5 packs of biscuits, get 1 free lunch box.
 - d. Use Franzy’s Papaya Soap for smooth and white skin.

10. This is a propaganda technique that uses ordinary people to sell something.
 - a. Glittering generality
 - b. Plain folk
 - c. Testimonial
 - d. False image

Lesson 1

Propaganda Techniques Used in Advertising

Propaganda is a widespread idea, information and distorted facts for the purpose of convincing or persuading people to believe or do something. Propaganda in advertising is the careful presentation of information to influence or convince a consumer to buy the product or avail the services to make sales and profits.



What's In

Propaganda techniques are approaches and methods used by advertisers to make a product or service appealing to viewers or listeners. Some common propaganda techniques used in advertising are testimonial, reward, bandwagon, scientific, novelty, humor, fear, plain folks, snob, glittering generality, slogan, false image and transfer. They are communicated using television, film, radio, internet and print communications like brochures, posters, magazines and newspapers. Consumers or buyers should verify the information in the advertisement to make smart decisions before availing services or purchasing a product.





What's New

Directions: Take a look at each picture and answer the questions that follow.
Write your answer on a sheet of paper.

AMAZING DEAL!
Free bowl!



New Product. Mang Isko's Ube Bread.
Share it with love. ❤️



Immunization protects your child from diseases.
If you don't want your children to be sick, get the shots at Dr. P's Clinic.




Answer the following questions:




1. Have you seen these kinds of advertisements? If yes, where did you see it?
2. What did you feel while looking at the noodle advertisement? Were you persuaded to buy the product? Why?
3. What is the message communicated by Mang Isko's Ube Bread? Does the propaganda influence you to try it?
4. Looking at the last propaganda technique, did you wish to avail of the immunization shots at Dr. P's Clinic? Why?









What is It

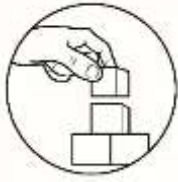
Propaganda or Persuasive Techniques are used by advertisers to influence and convince you that their product is worth your money. Here are some of the techniques used in advertising:

Propaganda Techniques	Description	Example
Testimonial	Using big or famous personalities like celebrities and experts to endorse products.	<p>“ I am an actress. I use Smoothy Shampoo and Conditioner to make my hair silky soft”.</p> 
Reward	A technique where a customer gets another product or same product twice for the purchase of the original product.	<p>Buy 1 toothpaste, get a free toothbrush!</p> 
Bandwagon	A technique convincing consumers to accept something or join in because others are doing so.	<p>“Millions of family are using RPP Facemask for protection. Your family should use it too”!</p> 

<p>Scientific</p>	<p>It is a properly planned advertising that undergoes four phases: investigation, budgeting and media, execution of advertising and testing of results.</p>	<p>“Alcohol-based hand sanitizer that contains at least 60% alcohol in sanitizing your hands can prevent the spread of infections and decrease the risk of getting sick”.</p> 
<p>Novelty</p>	<p>It is a propaganda technique that endorses something unusual, new or novel product.</p>	<p>New Packaging for Sundried Mangoes!</p> 
<p>Humor</p>	<p>It is a propaganda technique that gives audience a reason to laugh or be entertained by using funny, comical and amusing advertisement.</p>	

<p>Fear</p>	<p>It is a kind of propaganda that suggests a product that gives protection against something.</p>	<p>Dengue kills! Stay Protected! Use Smash Mosquito Lotion.</p> 
<p>Plain Folk</p>	<p>This propaganda is using ordinary people or trying to sound ordinary to sell something.</p>	<p>“I am a housewife and I trust Healthy C Vitamin for my child”.</p> 
<p>Slogan</p>	<p>It is a propaganda that uses catchwords or phrases loaded with emotions.</p>	
<p>False Image</p>	<p>A type of propaganda that misleads consumer or includes false statements.</p>	 <p>Propaganda VS Reality</p>

<p>Transfer</p>	<p>A type of propaganda that is used to stir the emotions of the audience to win their approval. The qualities of a well-known person is linked with a product. It also uses symbol that carries respect.</p>	<p>Loving mothers choose Bebelove Diapers. Proudly Filipino Made.</p> 
<p>Snob Propaganda</p>	<p>This propaganda is the opposite of bandwagon. It shows buying of a certain product that will make you stand out from the rest as the masses or ordinary people won't afford to buy it.</p>	<p>Quality diamond by DFRP Jewelry. Only you can afford it. Wear it with pride!</p> 



What's More



A. Direction: Read and understand the poem about the propaganda techniques used in advertising.



Propaganda Techniques in Advertising

Written by: Francilet R. Padios

Testimonial propaganda uses big personalities

Reward propaganda gives you freebies

Bandwagon propaganda convinces you because others are doing so

Novelty propaganda endorses products that are unusual or new.

Humor propaganda gives you a reason to laugh

Fear propaganda gives you a feeling of fear

Plain folk propaganda uses people or something that is ordinary

Advertisement that talks desirable things uses **Glittering generality**.

Slogan propaganda uses catchwords or phrases with emotions

False image propaganda uses false pictures and statements for exaggerations

Transfer propaganda links one idea to another

Scientific propaganda is properly planned by an advertiser.

Advertising promotes and sell products through information

Consumers are then influenced to make a decision

Propaganda techniques may mislead us and put us in danger

So whenever you listen or watch advertisement, beware and be aware!



B. Directions: Identify the common propaganda techniques used in the following conversations. Choose the correct answer from the choices given inside the box and write it on a separate sheet of paper.



fear

reward

transfer

testimonial

plain folk

1. Gina: Wow! My favorite actress is endorsing a vitamin on television!

Jay: Maybe that is the reason why she is active and healthy.

Gina: I will surely try it.

2. Francisco: Look! If we will buy three of these soaps, we will have a free towel!

Lolit: Amazing deal! Let us buy it!

3. Danilo: Look at the television advertisement. The fabric conditioner made the clothes soft and fragrant. It comes in different fragrances like Ilang-ilang, Sampaguita and Roses. It is a product proudly made by Filipinos!

Loubelle: I will use the product as well.

4. I am Allan, a father and I am Mimi, a mother. We use Balanyos Liniment after work to relieve body pain. You must try it too!

5. Nene: The virus has spread worldwide. It is deadly!

Toto: I am scared! Let us buy face masks and disinfectant.

Nene: We need to buy sanitizers and alcohol too.

Toto: We should be afraid of this pandemic! Let us be prepared!



What I Have Learned

Directions: Read the advertisement carefully and identify what propaganda technique is used. Tell whether it is testimonial, reward, plain folk, bandwagon, glittering generality or novelty. Write the answer on a separate sheet of paper.

1. As a mother, I only use W Analgesic whenever my child has a fever.



4. New Product! Milk formula for babies.



2. For healthy and strong gums and teeth, use Smiley Toothpaste. Winner smile!



5. Most children now prefer Kalamansi-Orange Sarap Juice Drink. Join the trend! Drink and be healthy!



3. Buy one, take one! Only for today. Buy now!



6. I am a famous basketball player. I only trust Sportsman shoes.





What I Can Do

Directions: Identify the propaganda technique used in the advertisement. Choose the letter of the correct answer from the choices given inside the box and write on a separate sheet of paper.

- | |
|--|
| A. Testimonial
B. Slogan
C. Glittering Generality
D. Reward
E. Bandwagon |
|--|



1. Art is fun! Join the growing numbers of children that use Over the Rainbow Crayons.



2. "STOP THE SPREAD!"



2. A famous TV personality endorsing brand of nail polish.



3. Super Gatas! Buy one carton and get a free drinking glass.



4. Stain-free, fragrant and white clothes.
RP White Detergent. Gawang Pinoy!



Assessment

Directions: Identify the propaganda technique used in advertising reflected in the questions below. Choose the letter of the correct answer and write your answer on a separate sheet of paper.

1. Buy 2 bottles of cooking oil, get 1 pouch of soy sauce for free.
 - a. Glittering generality
 - b. Testimonial
 - c. Reward
 - d. Transfer
2. Diseases can kill our loved ones. Trust Kwin-Kwin Pharmacy for quality medicines.
 - a. Novelty
 - b. Fear
 - c. Plain folk
 - d. Humor
3. Try Lola Asing's Sweet Guava Candy and Jelly!
 - a. Scientific
 - b. Transfer
 - c. False image
 - d. Slogan
4. Over a million families tried Francing's Homemade Pineapple Jam. You should try it too!
 - a. Bandwagon
 - b. Humor
 - c. Glittering generality
 - d. False image
5. Trudis' Mosquito Net is a mosquito net created for families just like yours for ultimate protection.
 - a. Plain folk
 - b. Slogan
 - c. Testimonial
 - d. Reward
6. Drink up!
 - a. Humor
 - b. Bandwagon
 - c. Slogan
 - d. Reward

7. Refreshing and natural buko juice. Perfect this summer time. Quench your thirst naturally.
 - a. Novelty
 - b. False Image
 - c. Glittering generality
 - d. Plain folk

8. New Product. BB's vinegar. Sour asim, kiligasim!
 - a. Transfer
 - b. Novelty
 - c. Fear
 - d. Slogan

9. A famous singer endorses purified drinking water.
 - a. Scientific
 - b. Plain folk
 - c. Testimonial
 - d. Reward

10. The toy looks big in the advertisement. When I received the product I bought, it was so small!
 - a. False image
 - b. Reward
 - c. Bandwagon
 - d. Glittering generality

Thank you for accomplishing this module. Congratulations!



Additional Activity

Directions: Watch, listen or read advertisements on categories identified below. Identify the propaganda techniques used to influence the consumers to buy. Follow the template in answering the activity. Do this on a separate sheet of paper.

Category	Name of the Advertised Product	Propaganda Technique Used in Advertising
1. Medicine		
2. Beauty product		
3. Food product		
4. School product		
5. Drinks		



Answer Key

<p>What's More</p> <p>B.</p> <ol style="list-style-type: none"> 1. testimonial 2. reward 3. transfer 4. plain folk 5. fear <p>What I Know</p> <ol style="list-style-type: none"> 1. c 2. b 3. b 4. a 5. b 6. a 7. c 8. c 9. a 10. b <p>What's New</p> <p>Pupil's answers may vary</p>	<p>What I Can Do</p> <ol style="list-style-type: none"> 1. E 2. B 3. A 4. D 5. C <p>What I Have Learned</p> <ol style="list-style-type: none"> 1. Plain folk 2. Gifting generally 3. Reward 4. Novelty 5. Bandwagon 6. Testimonial 	
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