

Core G and Language Arts G

LA Week 26 Activity Sheet

B: Ad Copy

Propaganda delivers ideas and information in order to influence our emotions, beliefs, and behavior for the benefit of someone else. Advertisers use it all the time to get people to buy their products. This week you will use a propaganda technique to create an advertisement.

Read the following examples of common types of propaganda. You will use one of these techniques to design your ad:

- The **bandwagon** technique is perhaps the most common form of propaganda in advertisements. Has your mom ever said, "If all of your friends jumped off a bridge, would you do it, too?" If so, she was saying that you fell victim to the bandwagon. This is when something seems good simply because it is popular. Everyone else does/has/thinks this, so it must be good. Toy commercials often use the bandwagon fallacy; they show dozens of children all playing happily with a toy. The message is that if you have the toy, you will be able to play with lots of new friends. If you don't have the toy, you will be left out.
- **Transfer** connects the product to symbols and things that we would like to have or do. If we see a connection between a lifestyle and a product, then we begin to imagine that the product will give us that fantasy about life. You might see a magazine ad that features a girl wearing a special perfume. She is surrounded by luxury. She has expensive jewelry and clothes. She is sitting by a private pool. If you wear this perfume, you can have it all.
- **Emotional appeal** focuses on feelings rather than facts. This technique connects the product to our emotions. If we see a connection between love and a product, then we begin to think about love when we see the product. A perfume comes in a heart-shaped container. If we buy the perfume, then it appeals to the love we feel.

This week, you will pretend to be an advertising copywriter. Choose between the following two project options:

- Marco Polo is planning his trip on the Silk Road. He wants to attract some adventurous men to join him in his travels of the fascinating cultures of Asia. He has hired you to create an advertisement that will encourage such men to sign on with him.
- Or, sell a product that travelers would have used during Marco Polo's time period.

Start thinking about the propaganda technique you will use for your advertisement this week. Today, complete the activity called "Propaganda" below.

Propaganda

Read the scenarios and think about which propaganda techniques are represented in them. Write a short paragraph to name the technique used and explain how it is depicted in the scenario.

1. A commercial features a smiling man with a brand new boat. He says, "I used to sit home in pain, but now thanks to Ouch-Be-Gone, I can relax and have fun at the lake! Ouch-Be-Gone is the pioneer in the new wave of painkillers; it will let you add fun to your life!"

2. A family pulls up to Grandpa's house in a brand new car. Grandpa says, "It's so good to see you! Now that you have your new car, you can come visit more often." The family has a group hug.

3. A group of teenagers at the mall are wearing the same type of clothes. They are smiling and happy. A teen is holding a shirt and says to his mother, "See Mom, if I don't get it I won't fit in."
