

PROPAGANDA TECHNIQUES

It's important to recognize how propaganda uses Aristotle's Rhetorical Triangle—Pathos, Ethos, and Logos to persuade audiences. Think critically about these commercials and determine which rhetorical appeal is most obviously used for persuasion.

**MILK
COMMERCIAL
1**

[Real Milk vs Almond Milk](#)

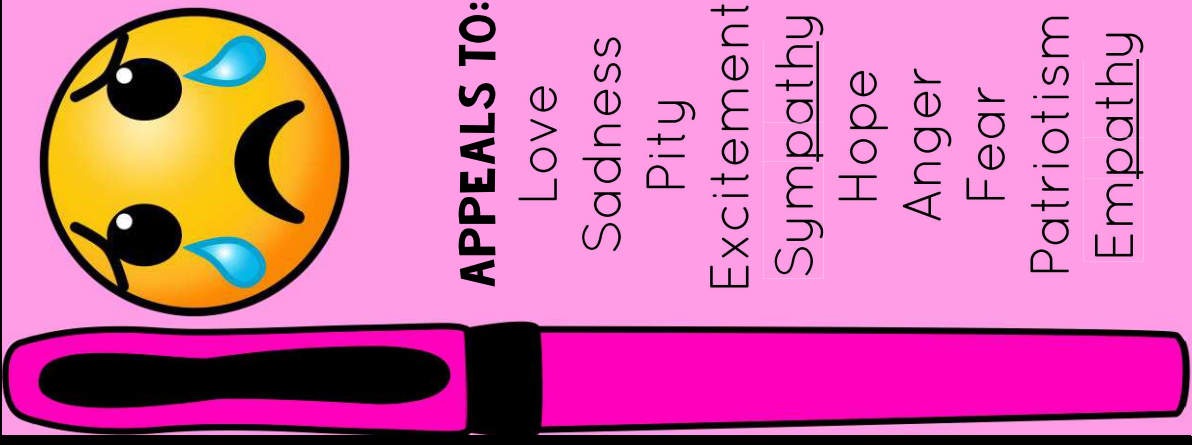
**MILK
COMMERCIAL
2**

[Mothers Know Milk](#)

**MILK
COMMERCIAL
3**

[The Rock Milk Mustache](#)


PINK PASSION PATHOS



APPEALS TO:

- Love
- Sadness
- Pity
- Excitement
- Sympathy
- Hope
- Anger
- Fear
- Patriotism
- Empathy

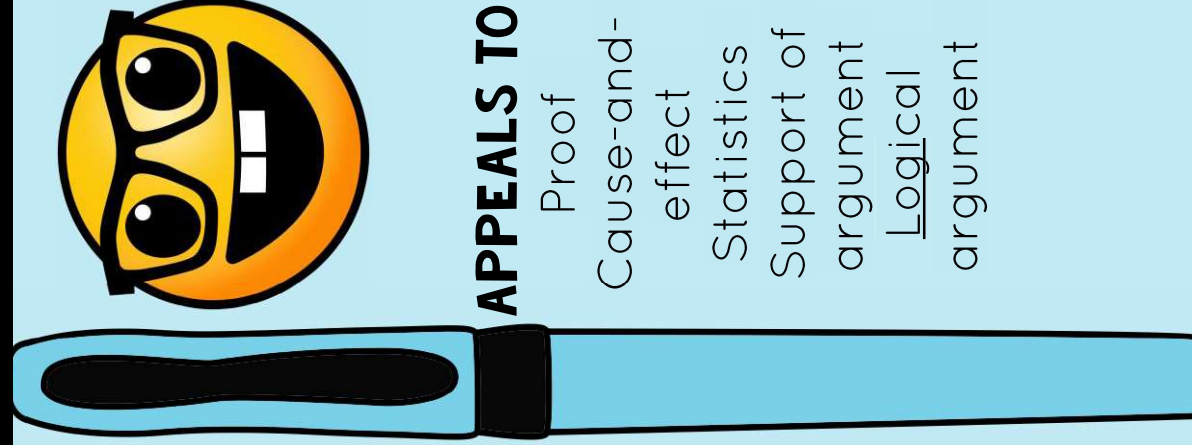
EMERALD GREEN ETHOS



APPEALS TO:

- Perceived trustworthiness
- Perceived intellect
- Perceived authority
- Perceived expertness
- Perceived ethics

LIGHT BLUE LOGOS



APPEALS TO:

- Proof
- Cause-and-effect
- Statistics
- Support of argument
- Logical argument

Name:

PROPAGANDA Techniques

After deciding which rhetorical appeal was used in each commercial, now select which specific propaganda techniques were used. Match and annotate.

BANDWAGON – makes the appeal that “everyone else is doing it, and so should you.”

NAME CALLING – links a person, or idea, to a negative symbol. Examples: commie, yuppie, hypocrite

TRANSFER –links a person or idea to something respected and revered in order to transfer that positive image.

FEAR – plays on deep-seated fears; warns the audience that disaster will result if they do not follow a particular course of action.

PLAIN FOLKS – attempt to convince the audience that a prominent person is “of and for the people.”

**MILK
COMMERCIAL
1**

[Real Milk vs Almond Milk](#)

BAD LOGIC – (aka slippery slope) an illogical message is manipulated deliberately to promote a cause. Asserting that a relatively small first step leads to a chain of events culminating in some significant (usually negative) effect.

**MILK
COMMERCIAL
2**

[Mothers Know Milk](#)

UNWARRANTED EXTRAPOLATION – making huge predictions about the future on the basis of a few small facts. An act inferring an unknown from something that is known.

**MILK
COMMERCIAL
3**

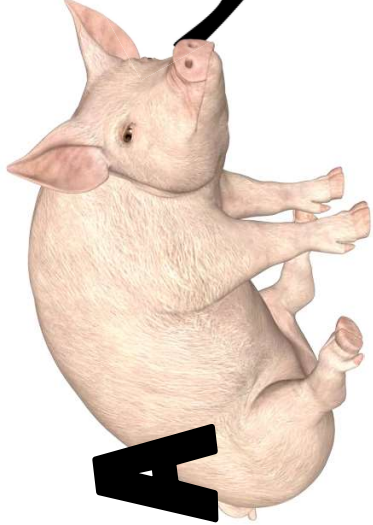
[The Rock Milk Mustache](#)

GLITTERING GENERALITIES – use of virtue words; the opposite of name calling, i.e., links a person, or idea, to a positive symbol. Examples: democracy, patriotism, family.

TESTIMONIAL – a public figure or influencer endorses a product, a policy, or a political candidate.

Name:

PROPAGANDA AND Squealer



“HE WAS A BRILLIANT TALKER AND VERY PERSUASIVE. THE OTHERS SAID OF SQUEALER THAT HE COULD TURN BLACK INTO WHITE.”

SQUEALER ALSO USES PROPAGANDA TECHNIQUES TO PERSUADE THE ANIMALS ABOUT MILK IN CHAPTER THREE.

Directions: Color-code Squealer’s propaganda based on Pathos (pink), Ethos (emerald green), and Logos (light blue). Some parts may have more than one color. After that, match lines and annotate which specific techniques he uses.

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Chapter III

You do not imagine, I hope, that we pigs are doing this in a spirit of selfishness and privilege? Many of us actually dislike milk and apples. I dislike them myself. Our sole object in taking these things is to preserve our health. Milk and apples (this has been proved by Science, comrades) contain substances absolutely necessary to the well-being of a pig. We pigs are brainworkers. The whole management and organisation of this farm depend on us. Day and night we are watching over your welfare. It is for YOUR sake that we drink that milk and eat those apples. Do you know what would happen if we pigs failed in our duty? Jones would come back! Yes, Jones would come back! Surely, comrades,” cried Squealer almost pleadingly, skipping from side to side and whisking his tail, “surely there is no one among you who wants to see Jones come back?”

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