

Propaganda Used in Advertising

Bandwagon: persuading people to do something by making them believe others are doing this also

Emotional words: using words to make people feel strongly about someone or something

Testimonial: using words of famous or influential people to persuade consumers

Transfer: using names or pictures of famous or influential people in advertising, but not direct quotes from those individuals

Advertisement Scoring Rubric

Product: _____

Group members presenting: _____

Your name: _____

Rate the commercial viewed based on the following items. Circle the number that best represents the level of performance demonstrated.

1=poor

2=fair

3=good

4=outstanding

1. Multimedia tools were used to enhance the presentation

1 2 3 4

2. Graphics, color, motion, and music were used effectively in the presentation

- | | | | | |
|--|---|---|---|---|
| | 1 | 2 | 3 | 4 |
|--|---|---|---|---|
3. At least one propaganda technique was used in the commercial

1	2	3	4
---	---	---	---

 4. By using propaganda, this group manipulated or enhanced information

1	2	3	4
---	---	---	---

 5. The communication tools used in this presentation helped enhance understanding

1	2	3	4
---	---	---	---

 6. This project fulfilled the project requirements

1	2	3	4
---	---	---	---

 7. This advertisement would persuade me to buy this product

1	2	3	4
---	---	---	---

 8. Please list the type(s) of propaganda techniques used in this commercial:
-
-

Cooperative Worker Rating List

Members of group: _____
 Your name: _____

Rate yourself and your group members based on the following items. Circle the number that best represents the level of performance demonstrated.

- 1=poor performance
- 2=fair performance
- 3=good performance
- 4=outstanding performance

Student Information

1. Everyone in my group understood the project assignment.

1	2	3	4
---	---	---	---

2. Everyone in my group listened to each other's idea appropriately.

1	2	3	4
---	---	---	---

3. My group followed directions to achieve group goals successfully.

1	2	3	4
---	---	---	---

4. My group members gave each other positive feedback for their ideas and contributions.

1	2	3	4
---	---	---	---

5. My group members helped each other focus on group goals.

1 2 3 4

6. In my group, we tried to resolve problems and conflicts in an appropriate manner.

1 2 3 4

7. In my group, we were able to organize and begin our group work in a way that helped us complete the assignment.

1 2 3 4

Teacher Input

8. The student used his/her class time effectively and productively.

1 2 3 4

9. The group worked together well using time and materials.

1 2 3 4

10. The student completed designated tasks within the group and contributed to the assignment.

1 2 3 4

Total Points: _____