**Propaganda example: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Does this example use SIMPLIFICATION?**Does it make a complicated issue seem simpler than it really is? | Yes / No |
| **If yes, how? Does it:*** Use extremes?
* Make leaps of logic?
* Present incomplete facts?
* Set up (and knock down) easy targets?
* Use other simplification techniques?
 | Explain: |
| **Does this example use EXPLOITATION?**Does it try to make you feel emotions about the issue rather than weighing the facts? | Yes / No |
| **If yes, how? Does it:*** Use fear-mongering?
* Use flattery?
* Present shocking content?
* Use deadlines or peer pressure?
* Use other exploitation techniques?
 | Explain: |
| **Does this example use EXAGGERATION?**Does it try to make its own cause seem stronger/better/more popular than it really is? | Yes / No |
| **If yes, how? Does it:*** Promise outlandish outcomes?
* Piggyback on other success?
* Overhype its success stories?
* Make power plays?
* Use other exaggeration techniques?
 | Explain: |
| **Does this example use DIVISION?**Does it try to broaden the gap between “us” (supporters) and “them” (the other side)? | Yes / No |
| **If yes, how? Does it:*** Create heroes and villains?
* Push people to pick a side?
* Cozy up to the familiar?
* Use stereotypes and name-calling?
* Use other division techniques?
 | Explain: |

Compare and contrast your two examples of propaganda:

How are the ads similar? How are they different?

Do they use any of the same persuasion techniques?

Which ad is more persuasive? Why?