

Propaganda Analysis Project

You will be assigned a partner to work with and analyze an example of propaganda to present to the class on Wikispaces on the 15th. You will also write an analysis for your propaganda. The overall purpose is to analyze the images and show mastery of your propaganda technique. You will learn about Wikispaces in Tech Comm.

***Create a title and include the group member's names.

Step 1: Define your Propaganda Technique

Identify your propaganda techniques in today's media: advertisements, commercials, jingles, songs, posters, videos, etc.

Step 2: 3 Examples of your Propaganda Technique

Using the information gathered from Step 1, locate at least **3 examples** of propaganda to include (post it) on your Wikispace.

Step 3: Analysis Response

Focus on **analyzing** your example for its meaning, purpose, arrangement, and audience. After each example, compose a **typed review** of what you observed for **each of the 3 pieces** of propaganda that you found. Consider any assumptions or **fallacies** as well for each piece. For the arrangement, consider the actual image(s), color, juxtaposition, language, slogan, etc. This is the part of the project that you describe your analysis in depth.

- Discuss the effectiveness of the piece and how that effectiveness (or lack thereof) is created, in terms of audience.
- Analyze the target audience (the class) as well as commenting on how the audience views the image.
- Identify the source of your image in order to better clarify the purpose.
- Demonstrate your knowledge using the following terms: **Ethos, Pathos, Logos**, within your argument.

Your review must be 1-2 paragraphs in length. The following are some suggestions:

- What was the artist/author attempting to accomplish?
- Who was the intended audience for this persuasive piece?
- What propaganda techniques do you observe being used?
- What obvious and subtle techniques were being used to persuade the audience?
- Why do you believe certain aspects were portrayed as they were?
- How effective do you believe the artist/author was?

**Make sure to include specific references to elements in the piece of propaganda/advertisement that you found. **

Step 4: Works Cited

You will need to create a works cited page at the end of your Wikispace. Use proper MLA format. Here is a guide to help you <https://owl.english.purdue.edu/owl/resource/747/05/>. Make sure to cite each picture used, article, quote...

Step 5: Comments

You will be required to **review 3** of your classmates' projects and write a **50 word response** to their propaganda technique, their presentation of information, and overall opinions of their examples. Comments can be made in the comment box after each presentation. Comments will be **due on the 22nd**. This portion is done individually!!