QUARTER 3: WEEK 1 – LESSON 1 – Part 1

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Examining Biases Made by the Author

A.   Identify if each statement is a fact or opinion. Write F for FACT and O for OPINION.

B.   If the answer is opinion, then identify if that opinion is BIASED OR UNBIASED. Write Biased or Unbiased on the blank provided.

_____ 1. The hands of the clock move 12 hours a day and 12 hours at night.

_____ 2. A few candidates for Presidency are assassinating one another.

_____ 3. There are still new discoveries of planets in the universe.

_____ 4. I will vote my candidate but not him because the media shows how corrupt

and how his people uplift and destroy his opponent.

_____ 5. There are consecutive doses of vaccines against Covid diseases.

TYPES OF PROPAGANDA TECHNIQUES

Persuasive Technique	How It Is Used	Example
Association	Links a product, service, or idea with something already liked	The fact that men like being macho means that they, too, like tough sports like lifting weights.
Bandwagon	Uses the argument that a person should believe or do something because "everybody else" does it	"Everybody is doing it!" "Don't be left out!"
Testimonial	Uses an expert, celebrity, or plain folk to sell and support something	"My acne was gone after two days of taking the pill."
Fear	Uses excitement, sadness, or fear to influence viewers The opposite of association	That's the worst solution! "What a big failure!"
Humor	Uses images that make audiences laugh or smile, but provides little information about the product or service	An ad that shows a funny-looking man holding a glass of beverage
Bribery	Uses promos or freebies or comfort in order to encourage others to buy the product	"Buy one, get one free!"
Intensity	Uses hype to build up the product	"Greatest, best, lowest, fastest, improved, amazing, incredible Internet service"
Repetition	Repeats message or sounds within the ad or repeats the ad many times	"Essentials for better stamina! Essentials for better health."

Identify the propaganda technique in each example below.

_____ a. "Nine out of ten dermatologists recommend this type of soap."

_____ b. "Millions have already joined us in our support of ABC, you know ABC must be right." or "You don't want to be left out. Come on aboard and get all the benefits early!"

_____ c. A product is promoted through an ad showing a romantic scene with the woman who uses the product before a date.

_____ d. Film star Kim Ruang says that when it comes to buying gifts for his children, he always chooses books from the catalog of Expressways Publishing.

_____ e. "Either you go out and vote or you lose your right."

WEEK 2

LESSON 1: PART 2 - PROPAGANDA TECHNIQUES

PROPAGANDA TECHNIQUES

Propaganda techniques can range from claims that the majority of people are using the products/services, approvals from experts or famous personalities, and so on. The different forms of propaganda techniques are found in brochures, magazine, billboards, newspaper, radio, television, and over the internet or social media.

To be able to understand fully the lesson, study the different types of *propaganda techniques* commonly used in advertising.

1. **Bandwagon-** is a propaganda technique that persuades everyone to do a certain action because many other people are also doing it. Phrases like, "join the crowd" or "trending now"
   Example: A soft drink advertisement is showing a large number of people joyfully drinking.

   Testimonial- is a propaganda technique that uses statements of approval from an expert or a famous person or celebrities in promoting a particular product/service.
   Example: A sportsperson recommends a brand of shoes. Generally, common people consider celebrities and experts as reliable source of a product's quality.

2. **Transfer** – is a propaganda technique that is commonly used in political campaign.
   Example: A political candidate presents his accomplishments to persuade people to vote for him.

PROPAGANDA TECHNIQUES

3. **Repetition** – is a propaganda technique where the products name is repeated many times through songs, chants or jingles.

   Example: My milk tea, your milk tea, it is everybody's milk tea.

4. **Glittering generalities** – is a propaganda technique that is often vague but presents positive ideas like those found in slogan or posters. Glittering generalities can be also the tag lines found after names of brands.

   Example: think before you click, there is no place like home, etc.

5. **Card-Stacking –** is a propaganda technique wherein the advertisers stress the positive qualities of the product and ignore its negative side.

   Example: A product that claims "100% all-natural" contents. It implies that it is better than other products in the market because they do not contain artificial food additives.

6. **Name-Calling –** is a propaganda technique which invoke fear in those exposed to the propaganda, resulting in the formation of a negative opinion about a person, group, or set of beliefs or ideas.

   Example: Everyone knows that MSG is bad for your health so they dragged their

TASK 3 (8+2 = 10 points)

Task 3: Study the images below. Write the propaganda technique suited to each illustration. Write your answer in the blank. (**bandwagon, transfer, testimonial, glittering generalities, repetition, card stacking, name calling**)

Refreshing drink, it's everybody's choice!

Vote Wisely!

1. _____

2. _____

TASK 3 (8+2 = 10 points)

3 _____ 4.

TASK 3 (8+2 = 10 points)

No artificial flavor

With food additives

7._____

8. _____

TASK 4 (30 points)

Task 4: In your notebook, create a slogan enhancing public awareness about the present pandemic.
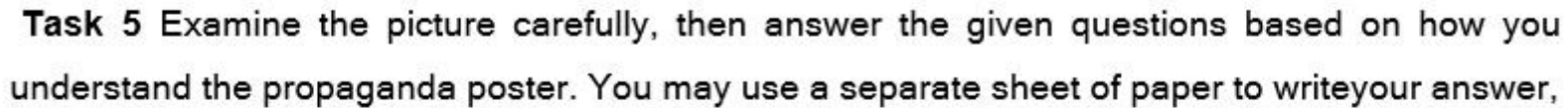
Below is a sample output and the rubric.

Example:

Rubric:

	1	2	3
Content	The poster content is correct and all information is easy to understand.	The poster content is correct but some information is missing making it difficult to understand.	The poster content is incorrect
Artwork presentation	The poster Image/s is colorful and appropriate to the topic.	The poster Image/s is slightly colorful but not appropriate to the topic.	The poster Image/s is not colorful and inappropriate to the topic.
Mechanics	There are no grammatical mistakes on the poster.	There are 1-2 grammatical mistakes on the poster.	There are many grammatical mistakes on the poster.

POST TEST (10 points)

Post Test

Task 5 Examine the picture carefully, then answer the given questions based on how you understand the propaganda poster. You may use a separate sheet of paper to write your answer,

1. What kind of propaganda techniques is presented?

2. Based on the poster's words and images, what persuasive message does it convey?

3. Do you think that social media addiction has negative effects in life? Explain your answer briefly.

4. Why should people use the social media responsibly?

5. What is the message of this picture? Explain your answer briefly.

REFLECTION (50 points)

REFLECTION

Search the web for viral "Fake News". Write a reaction to the author's bias.

Reaction:

_____

_____

_____

_____

_____