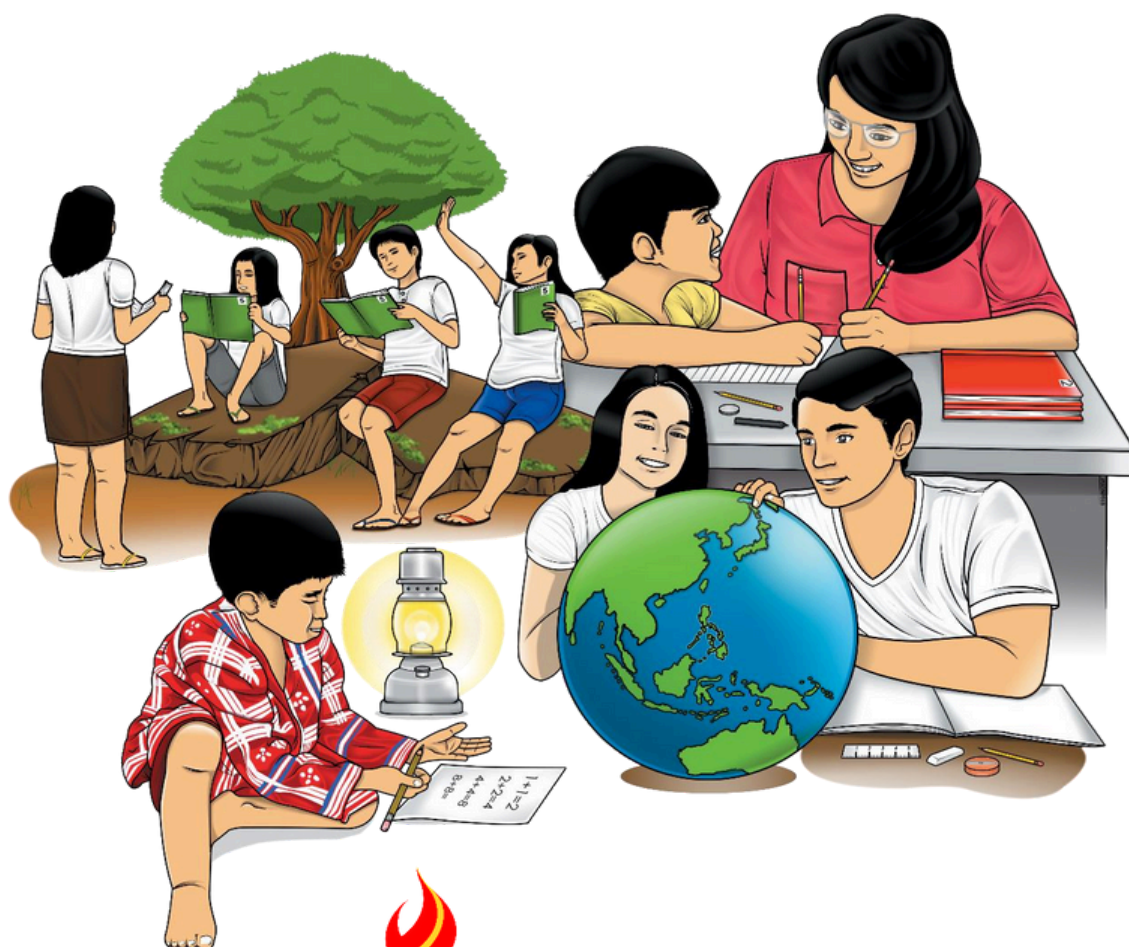


English

Quarter 2 – Module 2: Recognizing Propaganda Devices





What I Need to Know

This module was designed and written with you in mind. This will help you enhance your skills to recognize evaluative word choices to detect biases and propaganda devices used by speakers.

This module offers various exercises and activities that are contextualized and simplified to suit your level of language and reading skills.

There are three lessons in this module.

- Lesson 1 – Responding to Authentic Texts
- Lesson 2 – Distinguishing Text Types According to Purpose
- Lesson 3 – Recognizing Bias and Propaganda Devices

Each lesson leads to the mastery of other lessons through interrelated discussions and activities. Generally, these lessons aim to recognize evaluative word choices to detect biases and propaganda devices used by speakers, to respond to authentic texts, and to distinguish text types according to purpose.

After going through this module, you are expected to:

1. recognize evaluative word choices to detect biases and propaganda devices used by speakers;
2. respond to authentic texts; and
3. distinguish text types.



What's New

Read the editorial text carefully. Take note of the message of the text and all the important details that support it.

VIRTUES AMIDST THE PANDEMIC

“At the end of the day, all we need is hope and faith.”

The coronavirus (COVID-19) pandemic has been a tragedy for our community and country. With so many parts of our lives that turned upside down, we have to adapt to the “new normal” as our new reality. Despite the uncertainties associated with this crisis, we have seen communities around the world generating hope. Hope provides a positive vision and an optimistic state of mind, even in tragic situations. To have hope, it is important that we feel a sense of meaning in our lives.

In the recent months, we have learned to appreciate two things that give our life meaning – work and connection with friends and family. This pandemic has caused anxieties, fear, and uncertainties. Raising community awareness of mental health issues helps promote a more positive and proactive approach to addressing mental illnesses in this time of pandemic. However, we are capable to be courageous, hopeful, and resilient as we pray for healing around the world.

COVID-19 can be considered a blessing in disguise as we look on the brighter side. Because of this global health crisis, we have also learned to value simple things in life. All have been required to stay at home and be with the family. Everyone has started to help each other; family ties have been strengthened. Busy streets and some malls were closed. As a result, pollution was lessened and Mother Earth started to recuperate. We have also realized the importance of hygiene and safety health protocols. The usual daily routine at home and workplace has been changed. Most importantly, we have brought ourselves back again to the Lord and regained our spiritual attachment with Him. This is an awakening call for us to never give up and to see hope in the middle of challenges.



What is It

Authentic text is any text that is written and published for the public. It refers to texts which provide real-life examples of language used in everyday situations. An example of an authentic text is editorial text. An **editorial text** is an article that expresses the editor's opinions about a current issue. It can be read or found in the newspaper and magazine. There are four steps on how to read an editorial text.

Step 1 Know the meaning of unfamiliar words. Highlight or copy the words that you are not familiar with. Know their meanings and re-read the paragraph/s where they are found.

What is the meaning of the word *pandemic* in paragraph 1? You need to unlock and define the words that are not known to you. Use the dictionary to find out the meaning, pronunciation, and usage of the words.

Step 2 Read for the message of the text.

After reading the editorial, what is the message of the writer that he/she wants to convey to the readers? What do you think is the solution to the problem?

Step 3 Determine the writer's opinion.

What is the purpose of the writer? Was the opinion of the writer persuading or convincing to the readers?

Step 4 Express your own reaction about the writer's opinion.

What is your own viewpoint about the editorial? Do you agree with the title of the editorial text?

Usually, an editorial text has a caricature. A **caricature** is a description or imitation that symbolically pictures the writer's opinions about an issue. It uses certain striking characteristics that are exaggerated to create a comic or grotesque effect.



REMEMBER

- Each figure stands for a concept or a character (person, agency, country, and the like relevant to the issue being discussed).
- The sizes of the figures/images signal the degree of power or authority.
- Each figure must be interpreted as a symbol of something else. It must not be interpreted literally.



What I Can Do

Read the editorial text then answer the questions that follow. Write the answer on a separate answer sheet.

THE INFLUENCE OF SOCIAL NETWORKS TO THE YOUNGSTERS OF TODAY

Social networks are becoming an integral part of people's lives nowadays. We are in a world of global village where everyone is connected to one another in this vast network generated by the internet. Social networking is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Social networking has different social purposes made possible through the use of different social media applications such as Facebook, Instagram, Twitter, Snapchat, Viber, among others. These aid in connecting people and their relatives and among people with different nationality, culture, religion that are miles away from each other. The advantages of social networks are truly significant to humans. The question now is: How do social networks affect our youngsters of today?

Frequent use of social networks among teenagers and young adults has a huge impact on their academic performance in school. One of the factors why students are struggling in their studies is the overexposure and addiction to their gadgets. Exposure to these modern technologies hinders their personal growth both in school and at home. They cannot perform their household chores and even carry out important social responsibilities because they are preoccupied with the virtual world. The lack or difficulty in self-regulation and susceptibility to peer pressure makes them vulnerable to these behaviors. Social network-induced obesity, Internet addiction and sleep deprivation are possible effects among teenagers if their overexposure and addiction to gadgets will not be resolved, especially by their parents or guardians. Other risks of extensive social networking among youth are loss of privacy, sharing too much information, and disconnecting from reality. Open discussions about social network protocols and netiquettes would go a long way in establishing global digital citizenship and healthy mental behavior.

Always remember...Think before you click!

- Answer the questions on a separate answer sheet.
1. What is the editorial text all about?
 2. What are the examples of highly used social media applications?
 3. What pieces of advice does the writer want to convey the public?
 4. What do you think is the purpose of the writer?
 5. Do you agree with the title of the editorial text? Why or why not?



Assessment

Read the article, then, respond to the following questions about the authentic text. Write your answers on a separate sheet of paper.

INTERACTIVE SLIDE DECK IN ENGLISH FOR GRADE VI LEARNERS OF ILOILO CENTRAL ELEMENTARY SCHOOL

Teachers use a wide variety of tools to foster learning while having fun. Instructional Materials are used in educational lessons which include active learning and assessment that can support students in their academic performance. The technology will allow teachers to bridge these learning experiences more naturally and seamlessly. As more digital tools become available and accessible that facilitate learning in multiple modalities, just as effective teachers in the 21st century will continue to maximize and seek avenues to improve student learning.

Interactive lessons and activities prompt students to engage with content rather than passively absorb it. Gamified activities involving internet connections and laptops through PowerPoint presentations are fun ways to review their understanding of the learning content. They are more focused, attentive, and participative in class discussions. Deep learning occurs through experiential, authentic, and collaborative instructional processes.

The pursuit for higher Mean Percentage Score from First to Fourth Grading Periodic Tests had challenged the subject teachers to come up with a teacher-made learning material that pushes students to internalize and support learning in a creative way. Instead, more professional learning time should be spent helping teachers plan, develop materials and practice delivering the strategies with colleague support. Addressing this problem can have a very real positive effect on student performance.

A slide deck presentation is an exposition of a series of slides or images in an electronic device or in a projection screen. It is a collection of slides put together in the same presentation, and it is essential for teachers to have a well-structured presentation.

With this, an Interactive Slide Deck in English for Grade VI Learners was materialized to help the English Grade VI teachers to lessen the burden of finding resources that include all the learning competencies from First to Fourth Quarter. This learning material contains 545 slides classified according to competencies and objectives aligned to the Grade VI English curriculum guide. This was utilized by the Grade VI English Teachers among 379 Grade VI pupils of Iloilo Central Elementary School for the school year 2018-2019.

In our quest to improve our children's overall performance in support to L&D program implementation, preparation of learner's materials and resource package development is our topmost priority. The findings call for a more teacher and students' friendly approach in monitoring and assessing the academic performance in the English course area and quality of students' analysis, which this instructional material will address. May this learning material facilitate learners' acquisition of knowledge, skills and attitude to create a 21st century learning environment by blending physical and digital arrangements inside the classroom.

Lesson 2

Distinguishing Text Types



I plan to express my thoughts about the COVID-19 pandemic.
What text type will I use in writing?



What's In

Read this editorial and answer the following questions about the authentic text. Write your answers on a separate sheet of paper.

Filipino Learners Learn the New Way

The implementation of the new learning modalities is no joke!

There are several opinions, beliefs, observations, and views on the new learning modalities in the Philippine education system. There are some who reacted negatively and some others embrace the new learning modalities positively. Issues on the difficulties of learners' coping on the new way of learning, teachers' way of teaching, and financial worries of parents have been raised. Undeniably, the learning modalities are truly unusual and challenging not just to learners but to the teachers as well. Delivering lessons through modules and online classes in different subjects has surely challenged the capacity and patience of learners, parents, and teachers.

This entails hard work among the proponents to make things possible. Financial, physical, mental, and emotional attributions must be considered as well. Salute to all concerned individuals who have made the new normal learning modalities possible.

Gradually, learners and teachers have learned to appreciate the new learning modalities.

The Filipinos are hopeful that even in this time of COVID-19 pandemic, the new learning modalities would bring positive effects on the teaching-learning process in the Philippines.



What is It

Texts are written for a variety of purposes using different forms and standards of composition. These forms of writing are known as **text types**.

Factual texts are texts that inform, instruct, or persuade readers about a particular subject and give useful information based on facts.

Now, let's take a closer look at these factual text types.

Text Types	Purposes	Examples
1. <i>Description</i>	to give a vivid description of the characteristics or features of something	brochures, character descriptions, biographies
<p>Example:</p> <p>On June 19, 1861, José Protasio Rizal Mercado y Alonso Realonda was born in Calamba, in the Philippines' Laguna Province. A brilliant student who became proficient in multiple languages, José Rizal studied medicine in Manila. In 1882, he traveled to Spain to complete his medical degree.</p> <p>(https://www.biography.com/political-figure/jos%C3%A9-rizal)</p>		
2. <i>Discussion/Argument</i>	to argue one side of an argument or discuss both sides of an issue	debate, letter to the editor, a formal letter of complaint, arguing for or against an idea, and discussing issues
<p>Example:</p> <p>We know that social media apps are very popular. In fact, many Filipinos have social media accounts. While social media facilitate the creation and sharing of information and ideas and bring people together, we argue that social media also bring negative effects on our physical, social, mental, and emotional well-being.</p>		
3. <i>Persuasion</i>	to persuade or sway someone to do or believe in something	an advertisement, a for sale notice, a slogan, a shop sign, a warning
<p>Example:</p> <p>Try An-C juice, made from pure calamansi juice and honey. Enjoy the fresh and delicious taste as you boost your immunity!</p> <p>(advertisement of a fruit juice)</p>		
4. <i>Procedural</i>	to instruct someone on how to do something or how something was done	instructions, recipes, 'how to' manuals, user guides, rules, invitations
<p>Example: Ginataang Pinakbet Recipe</p> <div> <p>Ingredients:</p> <ul style="list-style-type: none"> coconut milk 2 cups water and add the vegetables. 2 spoons Shrimp paste Garlic salt Ampalaya a bowl of Kalabasa Sitaw Okra Talong </div> <div> <p>Steps:</p> <ol style="list-style-type: none"> 1. Sauté onions and garlic in nut oil. 2. Put paste. 4. Mix it well and serve hot! </div>		

5. <i>Recount</i>	to retell or recount an event or experience or series of events	diary entry, moment in time, witness statement, postcard
<p>Example:</p> <p>I woke up at 6 o'clock in the morning. My family had breakfast. We dressed up and attended Sunday Mass. We played in the park and ate lunch at the restaurant. Then, we went home at 3 o'clock in the afternoon.</p> <p style="text-align: right;"><i>(diary entry)</i></p>		

Lesson

3

Recognizing Propaganda



I really want to try this;
the propaganda is so convincing.



What is It

Recognizing Bias and Propaganda Devices

Bias is a judgment based on a personal point of view or prejudice in favor of or against one thing usually in an unfair manner. It means that a person prefers an idea and possibly does not give equal chance to a different idea. Bias is generally seen as a “one-sided” perspective. It is usually found in essay writing.

Bias can be influenced by several factors, such as popularity. The following are characteristics of bias that you should be able to recognize either in print or in digital materials:

1. Heavily opinionated or one-sided
2. Relies on unsupported claims
3. Presents highly selected facts but offers only opinion
4. Tries to sell something in disguise
5. Uses extreme or inappropriate language
6. Tries to persuade you to think in a certain way with no regard for factual evidence

Propaganda refers to the spreading of information, ideas, or rumor with the intention of influencing people’s opinions or emotions. In propaganda, there are misleading ideas that are used to promote or publicize a particular cause or point of view. The different materials and media used for conveying propaganda messages include paintings, cartoons, posters, pamphlets, films, radio and TV shows, and websites.

Different companies use propaganda devices when they advertise their products to convince people to buy them rather than those of others.

Advertisement presents different points of ideas to the viewers such as to:

1. inform - giving information about different topics;
2. entertain - making people laugh and making life a little lighter;
3. persuade - giving public opinion; and
4. criticize - giving opinion on certain topics.

The following are the different types of propaganda:

Types of Propaganda	Definition	Examples
<i>Bandwagon</i>	It is a propaganda device that persuades one to acquire a style, behavior, or attitude because everyone else is doing it. This can be recognized in an advertisement which shows that many people are using a product and convincing you to buy and use it in order to join them or be like them.	An advertisement promoting a brand of soap which shows that many women from different areas of the country are using it.
<i>Card stacking</i>	It is a propaganda device that uses misleading or unproven statistics to convince the audience to believe it as a fact.	A brand of snack food is loaded with sugar and calories. The commercial misleads the customers by boasting that the product is low in fat, which implies that it is also low in calories.
<i>Glittering Generalities</i>	It is a propaganda device that uses words of praise for a product or person. This is used when a product is described in glowing terms, telling how wonderful it is. People read the exceptional qualities of the product and accept it without trying to get evidences. It is a propaganda device	These feel-good words regularly surface in commercial taglines and political slogans: <ul style="list-style-type: none"> • The No. 1 brand on earth • The perfect choice!
<i>Name-Calling</i>	that gives a negative label to an idea, person, or product so that it will be rejected.	The most obvious type of name-calling involves bad names. For example: <ul style="list-style-type: none"> • fascist • bum • terrorist • racist • extremist
<i>Testimonial</i>	It is a propaganda device that is used when an important person or famous figure endorses a product. A well-known actress may show a product which she uses to keep herself young and beautiful.	1. Video Testimonials - shown on websites, social media, and YouTube channel 2. Text or Quote Testimonials - the most common examples of

		<p>testimonials. These are cost-effective and easier to acquire. They can be acquired easily via email.</p> <p>3. Influencer Testimonials - the most popular examples of testimonials. A testimonial from an influencer is more effective than an influencer merely holding a product or brand.</p> <p>4. Success-Story Testimonials - Nothing beats customers' success stories and they are the perfect examples of testimonials in advertising. They provide readers with the complete story of how the product helped the users. Success stories are truly inspiring.</p>
<i>Plain Folks</i>	It is a propaganda device that uses ordinary people enjoying the product to make it seem practical and of good value.	An example of plain folks is an advertisement showing a senior citizen who had suffered from back pain then used a pain relief product that completely got rid of the pain.
<i>Transfer</i>	It is a propaganda device that uses an individual, thing, idea, or symbol that carries respect, authority, prestige, and other positive qualities along with the product to make it look more acceptable.	An example of transfer is an advertisement of a product that uses a nationalistic song or a country's flag in the background which awakens one's sense of patriotism.

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