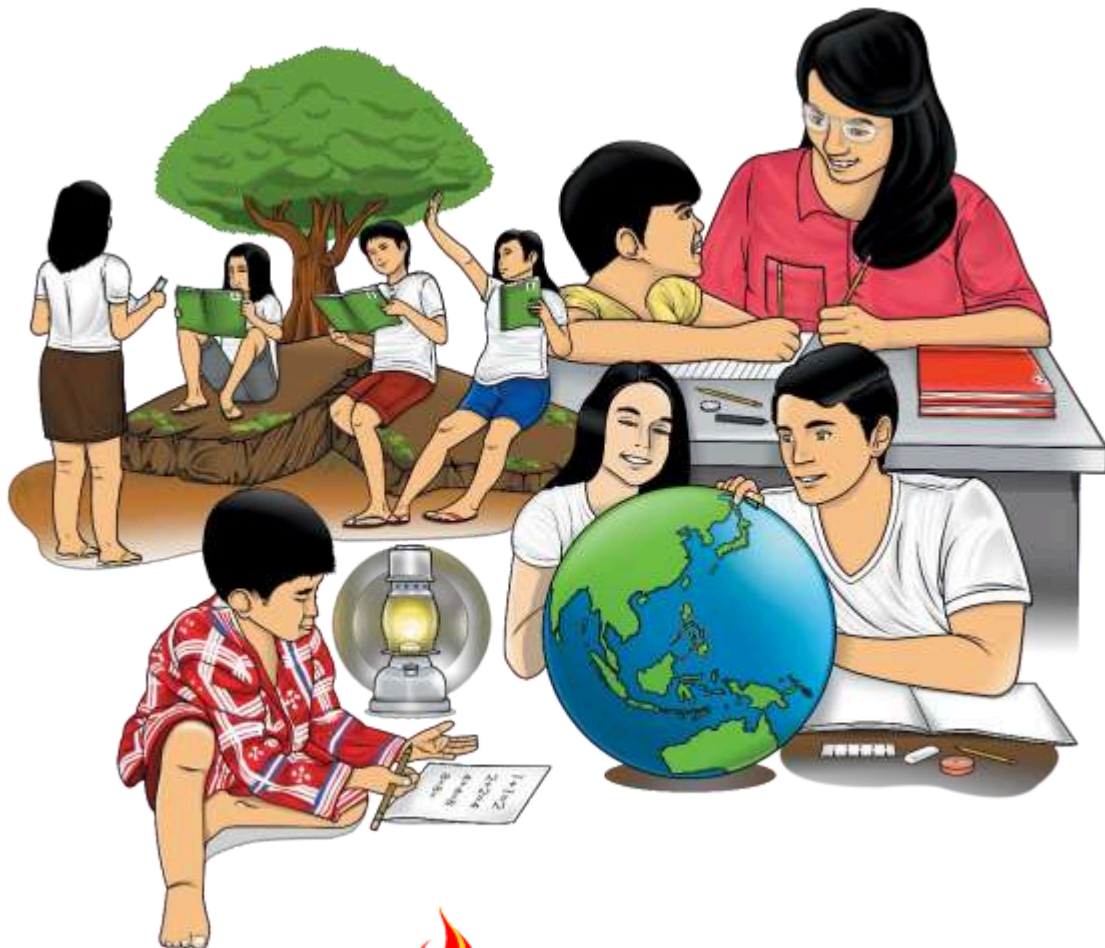


English

Quarter 2 Module 3, Lesson 2

Identifying Propaganda Techniques



English – Grade 5
Alternative Delivery Mode
Quarter 2 – Module 3, Lesson 2: Identifying Propaganda Techniques
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Development Team of the Module

Writer:	Mailyn D. Labine
Editors:	Dean Ric M. Endriano, Rustum D. Geonzon, and Synthia M. Agner
Reviewers:	Josefina F. Dacallos, Airra Mae A. Dacut and Reymarc Jonvic F. Dacallos
Layout Artists:	Janssen Louel C. Dabuet, Gibson J. Gayda and Armand D. Subingsubing
Management Team:	Ramir B. Uytico Arnulfo M. Balane Rosemarie M. Guino Joy B. Bihag Ryan R. Tiu Dean Ric M. Endriano Teodorico C. Peliño Jr. Carmela R. Tamayo Moises D. Labian Jr. Antonio F. Caveiro Josefina F. Dacallos Faustino M. Tobes Rustum D. Geonzon

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Office Address: Government Center, Candahug, Palo, Leyte
Telefax: 053-822-2994
E-mail Address: region8@deped.gov.ph

English

Quarter 2 - Module 3, Lesson 2: Identifying Propaganda Techniques

Introductory Message

This Self-Learning Module (SLM) is prepared so that you can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pretests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the posttest to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, the **Notes to the Teacher** is also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests, and read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.



What I Need to Know

Have you ever read on the internet or heard over the radio some news about famous people being bashed, attacked, or criticized without valid reasons?

Have you ever bought something you saw on TV or in an advertisement which you found to be not useful at all?

Why do you think these things happen? What makes these things happen?

In this module, you will learn about propaganda techniques which, just like the stereotypes, influence what you think about other people and things.

At the end of this module, you should be able to:

- define propaganda and the different propaganda techniques;
- distinguish types of propaganda techniques; and
- develop tolerance or show respect for others' point of view.



What Is It

You see on TV, hear over the radio, and browse through the internet a lot of information about different products and services.

You also notice that many pieces of information about these products and services are exaggerated to influence or convince you to buy them.

In our examples in the previous activities, a perfume and a fan are presented using positive descriptions. There is no mention of any negative aspects, effects, or disadvantages of the products even though they might have some of these.

This deliberate use of only good descriptions while covering some negative qualities, effects, or disadvantages is misleading and wrong. This act of spreading information, ideas, or rumors to help or harm someone or something or to influence your opinion is called propaganda.

There are many types of propaganda techniques that are used to influence your impression or opinion about people and things. To help you get a better understanding of this lesson, read the following definitions and examples of the common propaganda techniques:

PROPAGANDA TECHNIQUES

1. Bandwagon

A bandwagon is the use of a thing, idea, or trend that attracts growing support from a number of people. The scenario about the black umbrella becoming popular among members of a dance group in **What's In** is an example of a bandwagon. There is no other reason why Panyong wanted to have the black umbrella except that he knows that everyone in his group likes to use anything that is black and that he, too, must use everything that is colored black. This practice is very common in marketing where a customer buys a product because everybody else is buying it.

Example: Juan wants to buy a new Sonic cellphone because an advertisement shows that nine out of ten Filipinos prefer to use it over other phones.

2. Glittering Generalities

This is considered as the most basic type of propaganda. It is defined as the use of praises or pleasant-sounding words and comments in favor of someone or something. These words paint a positive description of people and things much like the glitter and sparkle that you see in a diamond.

The advertisement about a men's perfume which uses attention-getting words such as "real men" and another about an electric fan which uses ideal descriptions like "silent night, enjoyable night, cool, nice, and fresh" all show an example of glittering generalities.

Because of its ability to take advantage of the power of words, this technique

is used to enhance the image of people, places, or things. **Example:** Do you want to go to the most relaxing hotel in the city? Go to Leo's Lodging Hut! Enjoy the spectacular view of the city from a height of a thousand feet and breathe fresh air coming from the sea. There is more! Pamper your taste buds with mouth-watering dishes and refreshing drinks!

3. Name-Calling

If glittering generalities are often filled with praises in order to provide a positive meaning to a certain advocacy or product, name-calling is the opposite. It is often a destructive rather than constructive propaganda. Name-calling is a technique that uses negative descriptions, comments, or ideas that are labeled or tagged to someone or something.

For example, when a person says that his/her rival is the "attack dog" of the other team, the speaker is putting a negative label on that person. Those who hear might get suspicious and uncomfortable with the said person although what has been said may not be true.

Example: Village X is a den of thieves and a hideout of criminals. Snatchers run to the village to hide. Demolish Village X!

4. Plain Folks

Nothing can be more familiar and closer to our hearts than the regular people and common life values such as family, finance, and health. The "plain folks" propaganda technique is simply defined as the use or portrayal of ordinary people in real-life settings to promote an idea, product, or service. Seeing an advertisement about a mother doing some laundry beside a water pump while using a particular product, say a particular detergent soap, will also attract others to use the same soap since it is used by a real person who is also like them.

Other advertisements may show a farmer drinking a particular coffee, an office worker eating at a certain restaurant, or even a student using a specific brand of shoes that allow the audience to see the usefulness or advantages of the products in real life.

Example: Mano Badong, a jeepney driver, goes home late at night. Tired and hungry, he checks the kitchen if there is something for supper. There is not any food left. Then, suddenly, he sees a pack of Yummy Noodles in the corner. He cooks the noodles in less than five minutes. As soon as he is done, he says, "Yummy Noodles, the noodles for every Juan like me!"

5. Testimonial

One of the most popular propaganda techniques is testimonial. It is a method of using the words, impressions, and recommendations of a famous person to promote an idea, product, or service. This is very common on TV and radio advertisements where a showbiz celebrity, a famous athlete, or a well-known TV host endorses a product or campaign for an advocacy or project. Because the person is famous and well-liked, the product or campaign being endorsed may also become popular among his or her followers. These people may buy the product or follow what he or she says not because they need to buy a product or do the action but because they simply like the famous person.

Example: A famous singer is talking on TV about a new cooking oil. She says that her cooking has improved and the food she cooks has become tastier because of this cooking oil.

6. Transfer

This type of propaganda is defined as a technique that projects or transfers certain positive or negative qualities of a person, ideology, or object to other things and people that make them more or less attractive. As stated, the qualities that may be transferred could be positive or negative. In the previous exercise about a quiet electric fan, a positive transfer took place. In that example, the melody of a familiar Christmas song “Silent Night” and the use of “iFan” as the brand name which rhymes with a popular brand of a mobile phone” were used in a positive way to make the product easy to recognize and remember.

Because you can relate to the Christmas song and the famous mobile phone brand, their qualities are somehow “transferred” to the product which is the electric fan. If you were about to buy a new fan, you may consider buying this electric fan because you can imagine that your nights will be quiet and enjoyable like a typical Christmas night and you can also feel that this is a reliable product since it sounds like a popular mobile phone brand.

Example: A new motorcycle called Horsepower 500 is being introduced by Stallion Motors. Designers say that it will be the fastest motorcycle on the planet.

7. Card Stacking

The basic definition for this propaganda technique is that it refers to the stacking of cards in favor of a person, product, action, or idea being talked about. The “cards” being stacked are the qualities and reasons that are provided in support of the thing being described. This technique also involves the deliberate omission of certain facts that may make the thing or person look bad.

Card stacking is a common strategy used in advertisements and debates.

In an advertisement, a product is being presented with only its advantages without mentioning its disadvantages. In a debate, only the reasons or arguments in favor of one side is given.

To give a concrete example, an expensive whiskey is portrayed on a poster as something very pleasant. People are smiling and enjoying the company of other good-looking people while drinking. The advertisement does not show what happens when these people drink it too much.

Example: Card Stacking – Why should we vote for Ronald? Well, he is smart, aggressive, and tough. He won’t get out in any argument and he has always won debates. He is the perfect person for the position.

Propaganda techniques, just like stereotypes, also influence your ideas or opinions about people. Most of these techniques may be used in favor or against a person, a group, an organization, or an institution. Therefore, you should be able to recognize them if they are used in certain ways, so you can make better and wise decisions or actions.

If you think your friends have a fixed opinion about someone or something, you can only hope to explain to them politely what you want them to know, but you have to respect their point of view.

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For inquiries or feedback, please write or call:
Department of Education – Bureau of Learning Resources
(DepEd-BLR) Ground Floor, Bonifacio Bldg., DepEd
Complex
Meralco Avenue, Pasig City, Philippines 1600
Telefax: (632) 8634-1072; 8634-1054; 8631-4985
Email Address: blr.lrqad@deped.gov.ph * blr.lrpd@deped.gov.ph