

## **IDU November 2023:**

**KC:**

**RC:**

**GC:** Orientation in Space and Time

Exploration: What is the meaning of 'Where' and 'When'?

**SOI:** Our increasing interconnectedness provides opportunities for the creation of systems to influence our perspective.

IDU PRM Link: [Interdisciplinary pre-release material](#)

### **Examination:**

Task: Evaluating & Reflecting - 12 or 24 marks - Criteria A or A and C [12 marks per criterion]

Task: Synthesising and Reflecting - 12 or 24 marks - Criteria B or B and C [12 marks per criteria]

### **Questions given by IB for research:**

What words and ideas in the sources are new, challenging to understand, or have unique meanings in this context?

How does the pre-release material express disciplinary and interdisciplinary ways of knowing?

What is the meaning of "where" and "when"?

What is disinformation? What is false news?

What is propaganda?

How does the creator's intention impact online interactions?

How does information spread?

To what extent can disinformation be considered a business?

To what extent is the content creator or the content sharer responsible for the spreading of false news?

This form of advertising uses a variety of propaganda techniques that are designed to manipulate people's actions and appeal to their emotions and beliefs.

### **Testimonial Advertisement:**

Testimonials seek to entice people by involving celebrities or respected individuals to endorse a product or an idea. The technique seeks to promote the product or idea through trust and belief in the celebrity or respected individual.

Positive: Builds trust and credibility, leveraging the influence of well-known personalities.

Negative: This can be perceived as insincere or misleading if the endorser is not genuinely connected to the product or compensated for their endorsement.

**BEWARE:** People are often paid to promote these products and ideas, so endorsements may not always reflect genuine opinions or experiences.

**BEWARE:** People are paid to promote these products and ideas.

Example: A television commercial featuring a famous athlete endorsing a brand of sports shoes, highlighting how the shoes have improved their performance.

### **Bandwagon Advertisement:**

“Jumping on the bandwagon” describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. These messages create a sense of peer pressure to join in.

Bandwagons seek to entice people by encouraging them to join the crowd.

Positive: Creates a sense of belonging and social acceptance, appealing to the desire to be part of a popular trend.

Negative: This may lead to conformity without critical evaluation, and the popularity implied may not be genuine.

**BEWARE:** Bandwagon claims are often not supported by concrete evidence and may manipulate emotions to influence behaviour.

**BEWARE:** Bandwagon claims are often not supported by evidence.

Example: An ad for a popular energy drink shows a group of friends having a great time at a party, implying that drinking the energy drink is essential for joining the fun.

### **Name-Calling Advertisement:**

Name-calling seeks to undermine the reputation of people, ideas or institutions. Name-calling will be negative and unflattering toward a competing product or idea and can use words and/or images.

Positive: Can effectively highlight perceived flaws or weaknesses in competing products or ideas.

Negative: Promotes negativity and can lead to polarization and hostility between brands or ideologies.

**BEWARE:** Name-calling tactics may oversimplify complex issues and distract from substantive arguments or comparisons.

Example: A political campaign ad portraying a candidate's opponent as incompetent and untrustworthy, using phrases like "corrupt" and "out of touch" to discredit them.

### **Glittering Generalities Advertisement:**

Glittering generalities uses slogans to appeal to peoples' imagination, senses and emotions. This technique often has memorable sayings or visual stimuli.

Positive: Creates memorable and emotionally resonant messaging that captures attention and elicits favourable feelings.

Negative: Lacks substantive information or proof of product benefits, relying solely on emotional appeal.

**BEWARE:** This technique may manipulate emotions without providing factual support or addressing potential drawbacks or limitations.

**BEWARE:** This technique does not provide details or facts.

Example: A car commercial featuring sweeping shots of beautiful landscapes and happy families, accompanied by slogans like "Experience the freedom of the open road" without specific mention of the car's features or performance.

### **Card Stacking Advertisement:**

Card stacking presents positive and negative facts and figures, usually for competing products or ideas.

Positive facts and figures will be promoted for a product or idea. This may then be contrasted by negative facts and figures for the competitor.

Positive: Highlights strengths and advantages, making the promoted product or idea appear superior.

Negative: Misleads consumers by presenting a biased or incomplete picture, potentially distorting perceptions and decision-making.

**BEWARE:** Some facts and figures may be deliberately omitted or misrepresented to favour the advertiser's agenda.

**BEWARE:** Some facts and figures may be deliberately left out.

Example: An advertisement for a laundry detergent highlighting its stain-fighting capabilities while omitting any mention of its environmental impact or potential health hazards from chemicals.

### **Plain Advertisement:**

Plain folks use slogans and promotion techniques that attempt to mirror the target market. For example, the advertiser will use "ordinary"-looking people to attempt to gain trust from the general population.

Positive: Establishes a sense of familiarity and trust, making the advertised product or idea more approachable to the target audience.

Negative: May oversimplify complex issues or fail to address the unique features or benefits of the product or idea.

**BEWARE:** While attempting to connect with the audience, plain folks advertising may overlook important distinctions or fail to provide sufficient information for informed decision-making.

Example: A print ad for a fast-food chain showing average-looking people enjoying their meals together, emphasizing affordability and convenience over gourmet quality.

### **Transfer Advertisement:**

Transfer is a technique that links emotions and feelings associated with established images or products with a new product or idea. It attempts to build familiarity and can be used to persuade a person to like or dislike a product or idea.

Positive: Leverages existing positive associations to enhance the perceived value or desirability of the promoted product or idea.

Negative: Can be manipulative and misleading if the connection between the established image or product and the new offering is tenuous or unrelated.

**BEWARE:** Associations may be superficial or misleading, leading consumers to attribute qualities or benefits to the promoted product or idea that are not inherently present.

**BEWARE:** There may not actually be connections between the two products or ideas.

Example: A perfume commercial featuring a famous celebrity walking through a luxurious mansion, associating the fragrance with wealth, sophistication, and glamour without directly mentioning its scent or ingredients.