

name: _____ class: _____ date: _____

Political Parties and Influencing Government

Unit 4A

Propaganda Techniques / Image Molding

Chapter 10.3

WHEN COMPLETED, PRINT THIS DOCUMENT, STAPLE THE PAGES, AND BRING TO CLASS

PART 1:

- 1) The first column points you to the correct webpage and describes the video to watch.
- 2) Watch the video and identify the correct propaganda technique(s) that are being used in the commercial.
- 3) Explain how you decided the propaganda technique(s) used. Use examples from the commercial.

Commercial (Link)	Which Technique(s)	How do you know?
2004 "Windsurfing" http://www.livingroomcandidate.org/commercials/2004/windsurfing		
2004 "Heroes" http://www.livingroomcandidate.org/commercials/2004/heroes		
1992 "Gray Dot" http://www.livingroomcandidate.org/commercials/1992/gray-dot		
1960 "Jingle" http://www.livingroomcandidate.org/commercials/1960/jingle		
2008 "Original Mavericks" http://www.livingroomcandidate.org/commercials/2008/original-mavericks		
2008 "Country I Love" http://www.livingroomcandidate.org/commercials/2008/country-i-love		

PART 2:

- 1) Watch 3 other commercial advertisements of your choice.
- 2) Identify the advertisement by Year, Republican/Democrat/(Other), and Name of the Ad.
- 3) Read the brief history behind each campaign by clicking on each tab and view the results of the election (in the window to the right).
- 4) Enter the comments you have about the video and campaign.
- 5) Enter the questions you have about the video.

Year	R/D/O	Name of Ad	Comment(s)	Question(s)

NOTE: For Part 1, in an effort to eliminate bias, I deliberately chose an equal number of political advertisements that were for and/or against each political party. That is, there are 3 that favor the democrats and 3 that favor the republicans.