Read the *The Propaganda Critic* by Dr. Aaron Delwiche* and answer the following

   Why is it so important for people today to understand propaganda techniques?
   
   *We are faced with propaganda daily in all areas of life especially in this age of information. Propagandists short-cut rational thought and appeal to emotions, insecurities, using the lack of clarity of language, and confusing logic. By understanding propaganda techniques we can gain the ability to see through propaganda and develop defenses against it.*

2. Summarize the Common Techniques as described on *The Propaganda Critic*

   **Word games**
   - Name-calling: *using words that give bad connotations*
   - Glittering generalities: *using words noting values felt deeply by audience such as honour, patriotism, glory, peace, freedom, prosperity, family values but without supporting reasonable information*

   **False Connections**
   - Transfer: *transfer authority of what the audience reveres to win approval and stir emotion*
   - Testimonial: *a person of reputation endorses an idea or product so that the audience will be influenced to follow their recommendation*

   **Special Appeals**
   - Plain Folks: *persuade the audience that the messenger is down-to-earth, one of them, with their interests at heart*
   - Bandwagon: *convince the listeners that ‘everyone’ is in agreement and they should follow the crowd and be part of the movement*
   - Fear: *create a fear factor with a doable solution to avert the threat*

In the following posters, analyze which of the common techniques are used and give evidence for your choice.

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*The Propaganda Critic* by Dr. Aaron Delwiche

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**Propaganda ~ WWI**

*Bandwagon - everyone is signing up*

*Fear – the doable solution is to buy Victory Bonds to fund the war: Name-calling - The German word for culture (Kultur) had definite negative connotations in these times.*

*Glittering Generalities – buy Victory Bonds because of values of family, honour*

*This image is of a Canadian hospital ship torpedoed by a German U-boat in 1918 with 234 casualties including 94 Canadian medical staff. Propaganda soon referred to German Kultur (culture) as one steeped in cruelty and destruction placing Germany outside civilized nations. A total effort against such an enemy was expected.*

*Bandwagon - others would not hoard*

*Name-calling - breaking the law (criminal)*

*Glittering Generalities - Patriotic*

*Name-calling - mere spectator vs. man’s part*

*Lord Kitchener became famous in the Boer War and other British campaigns. At the start of the WWI he became Secretary of State for War and organised the largest volunteer army that Britain had seen.*

*Transfer & testimonial – Flag represents government & Lord Kitchener is a famous, respected man.*