

# What's the Message?

Name: \_\_\_\_\_

## Station One: Name Calling

**Image 1.** Explain how the drawing portrays German soldiers:

Does the soldier look human?	<input type="checkbox"/> Yes <input type="checkbox"/> No, he looks like:
What is on the soldier's arms?	
What is the soldier trying to do?	
Is this a positive or negative image?	<input type="checkbox"/> Positive <input type="checkbox"/> Negative

**Image 2.** What name does this ad want you to connect with the politician?

\_\_\_\_\_

A) The ad is saying that Patty Murray is

\_\_\_\_\_.

B) The ad shows Patty Murray as

happy  unhappy.

C) The advertiser wants people to

like  dislike this politician.

**The Technique.** Based on what you see in these examples, what three things can be done to make someone or something look bad?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## Station Two: Testimonial

**Image 1.** Explain the message in this magazine ad:

Who is the celebrity in this ad?	
What product is she endorsing?	
What does she claim this product has done?	
What message are YOU supposed to take away from this ad?	

**Image 2.** Analyze the testimonial in this ad:

A) Who is endorsing whom in this ad?

\_\_\_\_\_ is endorsing

B) The testimonial is being given by:

- A celebrity
- Knowledgeable group of people
- An ordinary person

C) What is the ad trying to persuade you to do?

\_\_\_\_\_

**The Technique.** Which of the following testimonials would convince YOU?

A football quarterback endorsing toothpaste.

A mom endorsing a healthy snack for kids.

Your favorite movie star endorsing broccoli.

Your favorite singer endorsing a brand of shoes.

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## Station Three: Transfer

**Image 1.** Explain the message in this public service announcement:

What two things are pictured in this image?	1) _____	2) _____
Which one is supposed to be scary?		
How does the scary image impact the other image?		
What is this ad trying to tell you?		

**Image 2.** Setting the stage:

A) What are the 2 symbols of patriotism you see in this image?

1. \_\_\_\_\_
2. \_\_\_\_\_

B) What are these symbols supposed to make you believe about the candidate?

- He is from New York.
- His favorite color is red.
- He loves America.

**The Technique.** Think about whether the transfer messages in these images are accurate:

A) Is there an actual connection between car wrecks and alcoholic beverages?

- Yes  No  Need more information to decide

B) Is there an actual connection between this politician and the symbols in the picture?

- Yes  No  Need more information to decide

## Station Four: Glittering Generalities

**Image 1.** Explain the message in this soda ad:

What does this ad tell you about Coca-Cola?	
How much information is provided in the ad?	<input type="checkbox"/> A lot <input type="checkbox"/> Some <input type="checkbox"/> A little <input type="checkbox"/> None
How much do you already know about Coca-Cola ?	<input type="checkbox"/> A lot <input type="checkbox"/> Some <input type="checkbox"/> A little <input type="checkbox"/> None
How is this message supposed to make you feel?	<input type="checkbox"/> Positive <input type="checkbox"/> Neutral <input type="checkbox"/> Negative

**Image 2.** Match each question below with the piece of campaign propaganda that it challenges.

- \_\_\_\_\_ What specific leadership qualifications does he have?
- \_\_\_\_\_ What does this future hold?
- \_\_\_\_\_ What, specifically, should Americans hope for?
- \_\_\_\_\_ What, exactly, can we do?
- \_\_\_\_\_ Why should I like him?
- \_\_\_\_\_ Can anyone really guarantee peace and prosperity?

**The Technique.** Describe how glittering generalities tries to persuade people. What tools does it use? Unscramble the words below.

lgsnosa \_\_\_\_\_

**and**

cthca esrhasp \_\_\_\_\_

**that are**

ispmel & revcel \_\_\_\_\_

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## Station Five: Plain Folks

### Image 1. "Plain" President?

- A) Do you think this is where the President and Vice President usually eat?  
 Yes     No
- B) Find one detail in this picture that makes it look like the kind of place everyday people might eat:  
 \_\_\_\_\_

### Image 3. Explain the message in this ad:

- A) The woman in the ad looks  
 glamorous     normal
- B) Find one detail in this picture that makes the woman look like a regular person:  
 \_\_\_\_\_

### Image 2. Campaigning with workers.

- A) What message is this photo trying to send?  
 Perry wishes he could wear a hard hat too  
 Perry wants to invest in this company  
 Perry can relate to average people
- B) Find one thing in this picture that shows these workers are "plain folks":  
 \_\_\_\_\_
- C) The politicians in both images still look different from everyone else because they are wearing  
 \_\_\_\_\_.

**The Technique.** Mark the question that would NOT be helpful for analyzing this technique.

- Would the President eat here if there were no cameras photographing him?  
 Why is Perry visiting these workers?  
 Is the woman with the water a Republican?

## Station Six: Bandwagon

### Image 1. Explain the message in this ad for laundry detergent:

What difference do you see between the teams?	
What is Tide's slogan?	
Which team are you supposed to prefer?	<input type="checkbox"/> #2 Brand <input type="checkbox"/> Tide
Why are you supposed to want to be on that team?	

### Image 2. Analyze this World War II poster:

- A) When Rosie says "we," who is she talking to?  
 All Americans  
 American women  
 Factory workers

- B) Look at Rosie. Find one characteristic or quality Rosie has that other women might wish for:  
 \_\_\_\_\_

**The Technique.** The bandwagon technique is most like:

- Peer pressure  
 Advice  
 Getting in trouble

Why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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## Station Seven: Card Stacking

**Image 1.** Explain the message about this cell phone provider ad:

What can you learn about Verizon?	
What do you learn about AT&T?	
Can you tell whether AT&T has any benefits Verizon doesn't have?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Why can't you trust the information in this ad?	

**Image 2.**

A) Which product is this ad promoting?

- Omega-9 Canola Oil
- Partially Hydrogenated Soybean Oil

B) The ad mentions reducing "Bad Fat." Is it clear what "bad fat" is?

- Yes                       No

C) Does this ad show any information about the possible benefits of soybean oil?

- Yes                       No

**The Technique.** Think about whether you can base a decision on these messages:

Do card stacking messages give you information?

- Yes                       No

Do they give you the benefits and drawbacks of both items being compared?

- Yes                       No

Do they give you enough information to really understand both products?

- Yes                       No

## Station Eight: Challenge Image

**Romney/Rock Image.** Explain the message in this photo op:

Who is endorsing whom in this photograph?	_____ is endorsing _____ →	
What is hanging in the background?		
Which group of people would most likely be persuaded by this image? (check all that apply)	<input type="checkbox"/> Senior citizens <input type="checkbox"/> Kids under 18 <input type="checkbox"/> Rock music lovers <input type="checkbox"/> Jazz music fans <input type="checkbox"/> Voters age 18-40 <input type="checkbox"/> Men <input type="checkbox"/> Women	
Which <b>two</b> propaganda techniques are applied in this scene?	Technique #1	Technique #2
How do you know these techniques are being used?		