

# Reading Comprehension 2.8

## Grade 6

Note instances of unsupported inferences, fallacious reasoning, persuasion, and propaganda in text.

# Learning Objective

- We will identify **instances<sup>1</sup>** of **propaganda** in text.

<sup>1</sup>examples

prepronounce

What are we going to do today? PS 2x

- Advertisements affect products' popularity.
- For example, I was influenced by watching an advertisement on t.v. that made me want to buy an ipod.



Tell your partner about a time you were influenced to purchase a certain product.

Frame: I was influenced to buy \_\_\_\_\_ because \_\_\_\_\_.

APK Today we will identify propaganda in text.

**Propaganda** is an extreme type of persuasion that usually consists of one-sided arguments. It appeals to emotional rather than logical reasoning.

Writers use propaganda techniques such as:

**Bandwagon appeal:** takes advantage of people's desire<sup>PS</sup> to be part of a group.

**Stereotype:** presents a narrow, fixed idea about all the members of a certain group.

**Name Calling:** is the use of labels and loaded words to create negative feelings about a person, group, or thing.

**Snob appeal:** sends the message that something is valuable because only "special people" appreciate it.

**Testimonial:** a recommendation made by someone who's famous, but not an authority.

Concept PS each one      What is one propaganda technique writers use?

R-A-J

- What is propaganda?
- Which is an example of propaganda in text?

**A. Everyone knows what a bargain this is.**

**B. This product cost \$4.50.**

How do you know that?

## Importance

Why do I need to know how to identify instances of propaganda in text?

- you will know when your thoughts are being influenced
- you can try to get people to see things your way
- You will develop concrete reasoning
- it is tested on the CST

# Is this propaganda? If so, justify your answer

- Seven out of ten customers have already ordered their special-offer phone headset. Time is running out, so hurry! Everyone knows what a bargain this is. Shouldn't you save money, too?

Is this propaganda? If so,  
justify your answer

- The people who want to build the new mall are businessmen. All businessmen are selfish and care only about making money.



# Is this propaganda? If so, justify your answer

- 90% of Americans that smoke for 15 years or more, develop some form of lung disease. Most smokers begin smoking when they were young.

Is this propaganda? If so,  
justify your answer

- Police Chief Smith is a power hungry bully, and his plans are foolish. We should not approve his crazy budget.

# Is this propaganda? If so, justify your answer

- The average person thinks that any old hair-care product will do. But you know better. Ultra Turbo Hair is made for people who insist on quality-people like you.

Is this propaganda? If so,  
justify your answer

- Hello. I'm not a politician, but I play one on TV. I'm here today to urge you to vote for Richard Richards for governor.

# Closure

- What is an extreme type of persuasion that usually consist of a one-sided argument called?
- Why is it important that you can identify instances of propaganda in text?

# Independent Practice

- In your HLLA on page 715 you must identify 2 example of propaganda in the text.