

Comparing Persuasion and Propaganda

Start the Day Right!

Public Service Announcement Script

Shine-n-Grow: Hair Repair That Really Works!

Advertisement

Brain Breeze

Advertisement

How far will we go to **IMPROVE** ourselves?



READING 10D Synthesize and make logical connections between ideas within a text and across two or three texts representing similar and different genres. **11B** Identify simply faulty reasoning used in persuasive texts. **13C** Critique persuasive techniques used in media messages. **RC-6(E)** Synthesize texts in ways that maintain meaning within a text and across texts.

An often-quoted motivational saying tells us that “The biggest room in the world is the room for improvement.” The desire to improve can be healthy if we’re eliminating bad habits, improving performance, or trying new things to broaden our experience. Sometimes, though, we may go on anxious quests to chase an illusion of perfection.

DISCUSS In a small group, brainstorm a list of ads, commercials, or posters you’ve seen recently that try to appeal to the drive for self-improvement. Discuss whether each advertiser’s message was effective or ineffective and explain why.



Start the Day Right!

Public Service Announcement

“Start the Day Right!” is a **public service announcement**, a non-commercial media or print advertisement that seeks to generate public awareness of a social issue, such as safety, health, or education. Public service announcements are informative and educational, but they are also always **persuasive**—intended to bring about some change in people’s attitudes or behaviors.

Skill Focus: Persuasive Techniques

Have you ever stopped to think about how many persuasive messages you receive from the media? Whether it’s an ad in a magazine for jeans, a TV commercial for dishwashing liquid, or a billboard promoting bicycle helmet safety, you are exposed to dozens of persuasive messages each day. All of these persuasive messages attempt to win you over to a particular idea or influence you to take a specific action.

Writers will use **persuasive techniques** such as logical and emotional appeals to convince their audience. **Logical appeals** rely on facts and evidence to support a **claim**, or message. **Emotional appeals**, on the other hand, do not rely on facts and evidence. They stir the feelings of an audience, often through the use of **loaded language**—words with either positive or negative connotations, or suggested meanings.

“Start the Day Right!” is a script and storyboard for a public service announcement television commercial. As you read, notice the persuasive techniques it uses. Identify examples in a chart like the one shown.

“Start the Day Right!”	
Claim	
Logical Appeals and Evidence	
Emotional Appeals and Loaded Language	

Public Service Announcements

Public service announcements are created for government agencies, such as the Peace Corps, and non-profit organizations, such as the Red Cross. Public service announcements are usually created as ad campaigns, consisting of a variety of ads for different media. An ad campaign will usually have a strong “identity,” such as a catchy saying like the Army’s “Be All You Can Be.”

Truth in Advertising

The Federal Trade Commission (FTC) is the part of the federal government that makes certain that advertisers do not engage in deceptive, or untruthful, practices. If an advertiser makes a claim, even an implicit one, the FTC demands that there is sufficient support to back up the claims. This support must be “competent and reliable scientific evidence,” such as test results and research findings. If a company is found guilty of untruthful advertising, the FTC can take action, doing everything from fining the company to demanding that the company give refunds to consumers.

Propaganda

Propaganda generally refers to messages that are spread by governments or institutions that try to control the way people think or behave and refuse to recognize other points of view. Not all propaganda is bad. Most people would agree that a doctor who uses propaganda techniques to discourage smoking is using “good propaganda.” However, most propaganda is full of misinformation and false statements.



Complete the activities in your **Reader/Writer Notebook**.

CAMPAIGN: *Start the Day Right!*

FOR: *Health for Kids and Other Important People*

TV: *30-second spot*



VIDEO

Camera opens on sunlit classroom with middle school students at desks. Most of them seem engaged, listening to a teacher at the front of the room, out of frame. The camera starts to focus on one boy, who looks like he is about to fall asleep.

AUDIO

Announcer: Every morning, in every classroom in America, students come to school without having eaten a nutritious breakfast. At most, they've eaten empty calories provided by junk foods. Maybe they haven't eaten anything at all. The result? They're tired, irritable, unable to concentrate in class. **A**

A PERSUASIVE TECHNIQUES

What loaded language do you find here? Record these words in your chart.



VIDEO

Boy puts his head on his desk. His classmate looks over and pokes him in the arm. He looks up, a bit dazed, and realizes he is in class and should be taking notes. He shakes his head as if to wake himself, blinks his eyes a few times, and fights to stay awake. **B**

AUDIO

Announcer: Scientific studies show that the eating habits kids learn when they're young will affect them all their lives. Poor nutrition during the school years can lead to a variety of health problems in adulthood—everything from low energy and obesity to diabetes and heart disease. **C**

B PERSUASIVE TECHNIQUES

Public service ads often show situations that most people can identify with. How effective will this sequence be with television viewers?

C PERSUASIVE TECHNIQUES

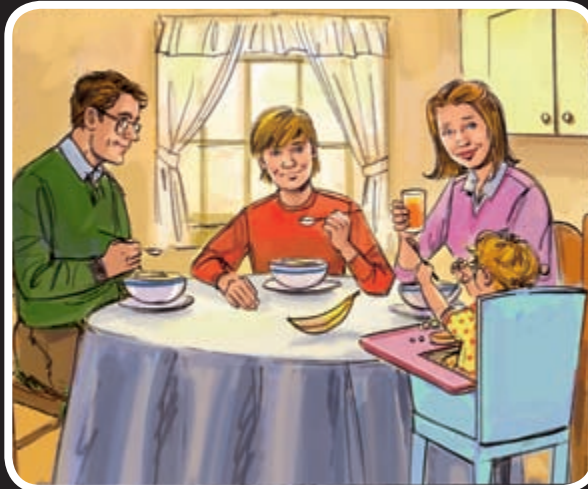
What is the logical appeal in this section? What facts support the logical appeal? Record them in your chart.

D PERSUASIVE TECHNIQUES

Persuasive texts often use images to make an emotional connection to people's lives. What is the effect of this image?

E PERSUASIVE TECHNIQUES

What words tell you that this section is relying on emotional appeals? Write these words in your chart.



VIDEO

Camera shows same boy at kitchen table the next morning with his parents and infant brother. The boy and his parents are eating cereal; a banana is on the table. **D**

AUDIO

Announcer: You wouldn't let them go out the door without their homework—don't let them go out the door without a good breakfast. No matter how rushed you are, there's always a way to fit in a nutritious breakfast—for every member of the family. For some handy tips on how to create healthy on-the-go breakfasts, visit our Web site, Health for Kids and Other Important People, at www.hkoip.org. **E**

Comprehension

1. **Recall** What is the central message of this ad?
2. **Recall** What are some of the effects of not eating a healthy breakfast?
3. **Clarify** What action do the creators of this ad want its audience to take?

Critical Analysis

4. **Make Inferences** Who is the target audience for this ad? How can you tell?
5. **Draw Conclusions** Why would an organization create an ad like this? What is the advertisement's purpose?
6. **Evaluate Persuasive Techniques** Identify two examples of evidence in the ad that support its claim. Explain whether the support for the claim is convincing.
7. **Analyze Persuasive Techniques** Remember that loaded language is a way to appeal to an audience's emotions. There are degrees of loaded language—some is mild, and some is very strong. When loaded language is too strong, we may begin to doubt the message. How strong was the loaded language in this ad? How does the degree of loaded language impact the way you perceive the ad's message?



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Comparing Information

Review the chart you made as you read “Start the Day Right!” How convincing was this ad? What persuasive techniques contributed to its effectiveness?

“Start the Day Right!”	
Claim	
Logical Appeals and Evidence	
Emotional Appeals and Loaded Language	



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Shine-n-Grow: Hair Repair That Really Works!

Advertisement

“Shine-n-Grow: Hair Repair That Really Works!” is a commercial advertisement intended to generate sales for a service or product. Do not assume that all the information in an advertisement is trustworthy. Sometimes, information that seems factual and based on evidence may not be.

Skill Focus: Faulty Reasoning

When you examine an advertisement, be sure not to confuse logic with faulty reasoning. **Logic** is correct reasoning backed by reasons and evidence. **Faulty reasoning** (also called fallacious reasoning) is flawed thinking. A sign of faulty reasoning is the use of **logical fallacies**, or mistaken ways of reasoning. (When you see the words *fallacy* or *fallacious*, think of the word *false*.) Here are four common logical fallacies. You will often see examples of these fallacies in advertising—especially dishonest advertising.

- **Hasty generalization**—a conclusion drawn from too little evidence
- **Overgeneralization**—a broad conclusion using all-or-nothing words like *every*, *always*, and *never*
- **Circular reasoning**—reasons that say the same thing over and over again using different words
- **False cause**—the assumption that one event caused another because it occurred earlier in time

Add a row to your chart to address faulty reasoning. Then, use your chart to identify and analyze the persuasive techniques in “Shine-n-Grow: Hair Repair That Really Works!”

“Shine-n-Grow: Hair Repair That Really Works!”	
Claim	
Logical Appeals and Evidence	
Emotional Appeals and Loaded Language	
Faulty, or Fallacious, Reasoning	

SHINE -N- GROW

Hair Repair That Really Works!

Have you ever suffered at the hands of a barber or careless hair stylist who cut your hair much shorter than you wanted? Have you ever envied your friends who have long hair? Now you no longer have to wait for weeks, months, or even years for your hair to grow back the way you want it to. With **SHINE-N-GROW** shampoo, your hair can grow faster than you ever dreamed possible. We guarantee that in no time at all, you can achieve the look everyone wants: a full head of hair that's long, healthy, and shiny. **A**

A FAULTY REASONING

Explain the fallacy in lines 8–10. What assumptions does the advertiser make about the audience?

**B PERSUASIVE
TECHNIQUES**

Notice that the writer uses words such as “research scientists,” “studies,” and “test subjects” in lines 18–26. In which row of your chart would you include these phrases? Explain.

SHINE-N-GROW shampoo contains a unique combination of vitamins, minerals, and hair-growth ingredients that

- ▶ directly provide nutrients to each strand of hair to help it grow
- ▶ wash away dullness and replace it with shine
- ▶ bring life back to dry or damaged hair

SHINE-N-GROW research scientists have discovered a combination of natural ingredients that
20 helps hair grow faster. Studies have shown that the average person’s hair grows at a rate of one-fourth to one-half inch or less per month. A study was conducted to determine the effects of using the **SHINE-N-GROW** formula. The results were amazing! Test subjects reported hair growth of up to **five inches in three months!** (See our Web site for results.) **B**

Bacteria and dirty oils slow down hair growth. **SHINE-N-GROW**’s natural ingredients kill bacteria, making it easier for hair to grow through the scalp.
30 Thanks to our secret combination of ingredients, the cleansing value of the shampoo is far superior to that of any other products on the market. Customers who use **SHINE-N-GROW** just once never go back to their old brands. You’ll love **SHINE-N-GROW**, too.

“My hair has never been so long before in my life. I’ve tried everything, but nothing has worked as well as SHINE-N-GROW to make my hair long and clean.”

—Susan Steinberg, actress,
Brooklyn, New York





TEKS 11B

C FAULTY REASONING

Have you ever been stuck in the rain without your umbrella? You might feel like the rain started falling *because* you forgot your umbrella. However, that thought is an example of the type of faulty reasoning called false cause. **False cause** is the belief that one event caused another when they are actually unrelated. Reread the statement the customer makes on lines 35–41. Why is this an example of false cause?

D FAULTY REASONING

What type of fallacy is in lines 44–46?

E PERSUASIVE TECHNIQUES

Notice the loaded language in these testimonials and in the testimonial on page 974. Write some of the words and phrases in your chart. How do these testimonials influence your response to this product?

People who use **SHINE-N-GROW** shampoo have reported that their hair has grown faster and has been cleaner, shinier, and easier to manage. Happy customers agree that their hair feels better after it's been washed. "I just feel more confident," one customer said, "and I've
40 been getting more dates ever since I started using your shampoo." C

SHINE-N-GROW is the only shampoo that actually speeds up hair growth while it makes your hair smooth, shiny, and spectacular! Using **SHINE-N-GROW** guarantees what no other shampoo can: that you'll always have long, shiny hair. D

Learn more about **SHINE-N-GROW** on our Web site at www.shine-n-grow.com, and download a coupon for 15% off your first purchase! **SHINE-N-GROW** is
50 available now at better drugstores and supermarkets.

"My boyfriend mentioned the shine in my hair the first time I used SHINE-N-GROW. He really noticed how it helped my dry and damaged hair."

—Christine Martinez, nurse,
Tucson, Arizona

"My last haircut was way too short, so I tried SHINE-N-GROW, and now my hair is long again—and clean! Finally my hair looks the way I like it."

—Roger Canter, accountant,
Los Angeles, California E

Comprehension

1. **Recall** What do the creators of the ad guarantee to users of “Shine-n-Grow”?
2. **Recall** Why is the shampoo called “Shine-n-Grow”?
3. **Clarify** What is the purpose of this advertisement?

Critical Analysis

4. **Make Inferences** Why is the product’s name printed in a different typeface from the rest of the text? Why is the name repeated so many times in the ad?
5. **Analyze Faulty Reasoning** Consider this statement from the text: “Customers who use SHINE-N-GROW just once never go back to their old brands. You’ll love SHINE-N-GROW, too.” Identify the type of fallacy used in this statement. Then, explain why the statement is an example of faulty reasoning.
6. **Draw Conclusions** The creators of this ad include a number of unlikely claims. Explain whether you believe Shine-n-Grow can do what it claims. Support your response with evidence from the text.



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Comparing Information

Review the chart you made as you read “Shine-n-Grow: Hair Repair That Really Works!” Then, consider this question: Would you rush out to buy Shine-n-Grow shampoo for your hair? Evaluate whether the persuasive techniques used in the advertisement were convincing.

<i>“Shine-n-Grow: Hair Repair That Really Works!”</i>	
<i>Claim</i>	
<i>Logical Appeals and Evidence</i>	
<i>Emotional Appeals and Loaded Language</i>	
<i>Faulty, or Fallacious, Reasoning</i>	

Brain Breeze

Advertisement



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At a glance, the magazine advertisement that follows might seem to make a very strong case. But does it actually prevent you from thinking for yourself? As you read “Brain Breeze,” consider the effectiveness of the advertiser’s techniques.

Skill Focus: Propaganda Techniques

When persuasion is extremely one-sided and appeals to the emotions at the expense of reason, it can become propaganda. **Propaganda** is the attempt to convince an audience to accept ideas without considering other viewpoints. Advertisements can seldom be called propaganda. However, they sometimes use **propaganda techniques**, such as the ones shown below.

Propaganda Techniques	Examples
Bandwagon appeal takes advantage of people’s desire to be part of a group or to be popular.	“Everyone else is doing it. Why aren’t you?”
A stereotype presents a narrow, fixed idea about all the members of a certain group.	“No politician can be trusted.”
Name-calling is the use of loaded words to create negative feelings about a person, group, or thing.	“Only a tree-hugger would try to protect that park from developers.”
Snob appeal sends the message that something is valuable because only “special” people appreciate it.	“Our jeans are designed for people who insist on quality.”
An endorsement is a recommendation made by someone who is well-known but not necessarily an authority.	Celebrities use their fame to persuade you to believe in a cause, candidate, or product.

Add a final row to your chart to track the use of propaganda techniques. As you read, use your chart to analyze the persuasive techniques in “Brain Breeze.”

“Brain Breeze”	
Claim	
Logical Appeals and Evidence	
Emotional Appeals and Loaded Language	
Faulty, or Fallacious, Reasoning	
Propaganda Techniques	



BRAIN BREEZE

The FIRST and ONLY Mental Power Booster that fits in the palm of your hand!

Uses music and air movement to sharpen your concentration and clear your clouded mind!

- Study with No Effort!
- Finish Big Projects While You Relax!
- Feel Smarter and Less Stressed!

Do you have a big test coming up? a big project to complete? Are you so wound up with stress that you can't think straight? Time to open the windows of your mind and let **BRAIN BREEZE** in!

Businesspeople, students, the guy who lives next door—everyone is looking for that competitive mental edge. Now, getting that edge is easier than you ever thought possible with **BRAIN BREEZE**—the Mental Power Booster that uses scientifically researched music and the physics of airflow to make you more productive, less stressed—and smarter! **A**

BRAIN BREEZE is an amazing new technological breakthrough! It increases your concentration and keeps you at the top of your mental



game while it soothes and relaxes you with a patented combination of moving air and music—all delivered from a device no larger than the palm of your hand! It's so easy to use that even the laziest couch potato can benefit.

A PROPAGANDA TECHNIQUES

What propaganda technique is used in this paragraph?

B PERSUASIVE TECHNIQUES

How does the advertiser try to make Brain Breeze seem like a desirable product to the audience? Use your chart to record some of the loaded words used in the ad.

C PERSUASIVE TECHNIQUES

Why is the information about the development of Brain Breeze included in the advertisement? Where on your chart will you put this information?

D PROPAGANDA TECHNIQUES

What is the purpose of the quote from Tony Fine? What propaganda technique is this?



Only ten watts needed to power the device! Works on batteries or with a power cord (provided).

- Weighs 14.7 ounces—less than a digital camera! Completely portable! Use at home, in the library—on the road!
- Additional music tracks available through digital download. (See our Web site for details.)
- Available in five fashionable colors to reflect your lifestyle and personality: *Lively Lime, Tranquil Turquoise, Shimmering Silver, Awesome Orange, and Perky Pink.*
- Satisfaction guaranteed! You have fourteen days to try **BRAIN BREEZE**, risk free. Return it for a complete refund if you don't feel smarter and less stressed!
- 90-DAY WARRANTY. **B**

BRAIN BREEZE the Mental Power Booster, was developed by Professor Gary Fract of the University of Hadleyburg and was tested for effectiveness at Right Idea Labs, a scientific center for the advancement of learning. Researchers found that in a study of one hundred people aged sixteen to sixty-nine, scores increased an average of five points overall on tests of memory and problem-solving ability among those who used **BRAIN BREEZE**. **C**

High-achieving, high-income people appreciate the **BRAIN BREEZE** advantage. After using **BRAIN BREEZE** at his desk for two weeks, financial planner Tony Fine realized he was successfully dealing with two to three more clients per day than he had been before. "There's just something about the combination of the music and the airflow. It makes me feel more focused and organized," he says, "and I was already the most organized person I know." **D**

Emery Goodson, a medical student, had been using **BRAIN BREEZE** for just a week when she realized that studying no longer felt like a chore.



Amazing, room-filling, state-of-the-art sound from one small speaker! (Or use the lightweight headphones, included.)

Airflow is silent. There's no fan and no motor, so there's nothing to make noise. Our patented technology moves air electronically.

THE DEVELOPMENT TEAM

Professor Gary Fract, specialist in cognitive advancement, is author of *The Effect of Music on Developing Thought*, a major study of the cognitive changes that individuals undergo when listening to certain types of music. Right Idea Labs pioneered important studies on the effects of indoor airflow on mental focus by testing thousands of participants in the Idea Room, a model controlled environment.



Find out more about **BRAIN BREEZE** at www.gobrainbreeze.com. **E**

E PERSUASIVE TECHNIQUES

Why is this information about Gary Fract included? Where will you put it on your chart?

F PROPAGANDA TECHNIQUES

Stereotyping is one of the propaganda techniques you might encounter in advertisements. What stereotype is presented in this paragraph?

G PROPAGANDA TECHNIQUES

What propaganda technique does the advertiser use in this paragraph? Do you think the audience will be responsive to this technique? Explain.

"**BRAIN BREEZE** is like this little treat I give myself," she says. "Now studying is something I look forward to. It's like a mental vacation, except I'm working!"

Even elderly people can enjoy the benefits of **BRAIN BREEZE**. Studies have shown that using **BRAIN BREEZE** at least once a week can vastly improve people's memories. Imagine—no more forgetting relatives' birthdays! **F**

BRAIN BREEZE comes fully programmed with thirty-nine different music tracks, each carefully selected from a research

database of music scientifically proven to enhance concentration and problem-solving abilities. Choose from five different airflow settings, from low to high, based on the complexity of the work you are doing.

For information about scientific research on **BRAIN BREEZE**, go to www.gobrainbreeze.com. Find out how you can try **BRAIN BREEZE** on a free trial basis—and order one today for overnight delivery. Don't be the last person in your office or school to act on this offer. Get the **BRAIN BREEZE** advantage now! **G**

Comprehension

1. **Recall** What is Brain Breeze? Name three things the advertiser claims Brain Breeze can do.
2. **Recall** According to the advertiser, how can Brain Breeze help businesspeople? How can it help students?
3. **Clarify** What can someone do if they use Brain Breeze and are not happy with the results?

Critical Analysis

4. **Analyze Propaganda** Consider this statement from Brain Breeze: “Don’t be the last person in your office or school to act on this offer.” What propaganda technique do the advertisers use in this statement? What is the intended effect on the audience?
5. **Evaluate Propaganda** Identify an example of snob appeal in the advertisement. How does this propaganda technique make Brain Breeze appealing to readers?
6. **Make Judgments** Propaganda techniques like stereotyping and name-calling may actually upset an audience. Are there any propaganda techniques in this ad that have the potential to make readers angry? Explain.



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Comparing Information

Review the chart you made as you read “Brain Breeze.” Explain whether you are persuaded to try Brain Breeze. What details in the ad helped you reach your conclusion?

<i>“Brain Breeze”</i>	
<i>Claim</i>	
<i>Logical Appeals and Evidence</i>	
<i>Emotional Appeals and Loaded Language</i>	
<i>Faulty, or Fallacious, Reasoning</i>	
<i>Propaganda Techniques</i>	

How far will we go to **IMPROVE** ourselves?

Think back to your discussion about ads that appeal to the drive for self-improvement. What kind of ads, if any, can really point us in the direction of self-improvement?

TEKS 11B, 13C,
17C, RC-6(E)

Writing For Assessment

1. READ THE PROMPT

The three selections you've just read provide examples of persuasive techniques in media advertising. In writing assessments, you will often be asked to compare nonfiction selections that share similar characteristics.

In a four-paragraph essay, **compare** the persuasive techniques used in the public service announcement script "Start the Day Right!" and the two advertisements, "Shine-n-Grow" and "Brain Breeze." Support your comparison using specific **details** from each selection, and conclude with a statement explaining which ad is most **successful** in sending a persuasive message.

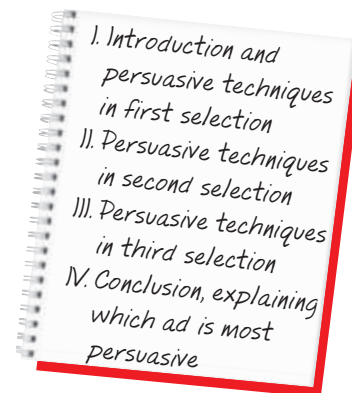
STRATEGIES IN ACTION

1. I need to identify the **similarities and differences** in the persuasive techniques used in each selection.
2. I need to include **examples** from the selections to support my ideas.
3. I need to determine which selection is most **convincing** in sending a persuasive message.

2. PLAN YOUR WRITING

Look back at the charts you made for each selection as you read. Identify persuasive techniques the selections share as well as ones that are unique to a selection. Then think about how to present the similarities and differences in the three selections.

- Decide on a thesis statement for your response.
- Review the selections to find the best examples of persuasive techniques to support your comparison.
- Create an outline to organize your ideas. The sample outline to the right shows one way to organize your essay.



3. DRAFT YOUR RESPONSE

Paragraph 1 Provide the title of each selection, as well as a sentence explaining what the three selections have in common. Discuss the persuasive techniques in the first selection, using specific examples taken from your chart.

Paragraphs 2 and 3 Discuss the persuasive techniques of selections two and three using specific examples taken from your chart. Use a separate paragraph for each selection.

Paragraph 4 Conclude with a statement of which selection you found most persuasive, and why.

Revision Use transition words and phrases such as *on the other hand*, *however*, *like*, *unlike*, and *instead* to show how the selections are alike and different.