PROPAGANDA ANALYSIS WORKSHEET

1. Describe the format of the propaganda:
   _____ poster   _____ song
   _____ brochure   _____ story
   _____ advertisement   _____ other (describe):____________________
   _____ movie

2. What is the intended audience?

3. What propaganda techniques are used?
   _____ name calling   _____ testimonial
   _____ glittering generalities   _____ plain-folks
   _____ euphemisms   _____ band wagon
   _____ transfer   _____ fear

4. What visual images, if any, appear in the propaganda? What do these images symbolize? What emotions do they seek to arouse?

   Image  Symbol  Emotions

5. What are the key words used? What emotions do those words seek to arouse?

6. What is the purpose of this propaganda? What is it trying to get people to do or feel?

7. On a scale of 1 (very ineffective) to 5 (very effective), rate the effectiveness of this propaganda?

   1--------2--------3--------4--------5

   Why did you give the propaganda that rating?