



Republic of the Philippines
Department of Education
 Regional Office IX, Zamboanga Peninsula



JANUARY

Matuguhon

FEBRUARY

Mahigugmaon

MARCH

Matinabungan

APRIL

Matinahuron

MAY

Mahapsay og Malimpyo

JUNE

*Maablik og Masunod sa
Dhasalng Oras*

JULY

Maantigo og Maabilidad

AUGUST

*Maginhuhunoon
para sa Uban*

SEPTEMBER

Madaginaton

OCTOBER

Matinud-anon

NOVEMBER

Masaligan

DECEMBER

Maalampon

6



Zest for Progress
 Zeal of Partnership

English

Quarter 2 – Module 5:

Propaganda Devices



Name of Learner: _____

Grade & Section: _____

Name of School: _____



What I Need to Know

“**Propaganda** is a communication that is used primarily to influence an audience and further an agenda, which may not be objective and may be presenting facts selectively to encourage a particular synthesis or perception, or using loaded language to produce an emotional rather than a rational response to the information that is presented.” (Wikipedia , 2020)

Propaganda techniques find their way through different means such as advertising, speech, images and music. By being more thoughtful and critical on the idea and information presented to us, we will be able to make wise decision in choosing products and services.

In this module, the learners should be able to:

1. Recognize / detect propaganda devices used by speakers
2. Distinguish different propaganda devices



What's In

Directions: NAME THAT PIC. Arrange the jumbled letters to name the picture presented. Write your answer on the configuration clues.

1.

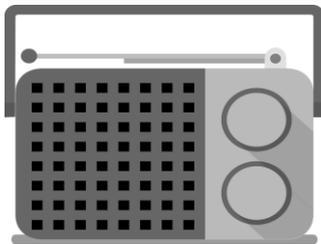
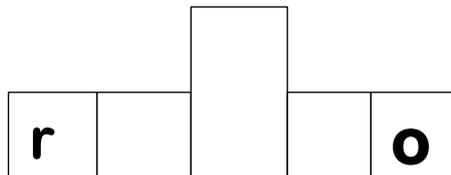


Image : Creazilla.com



2.

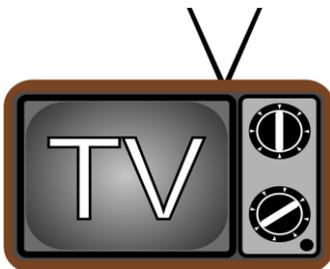
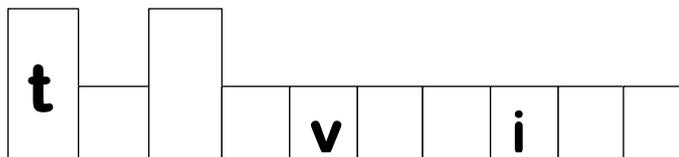


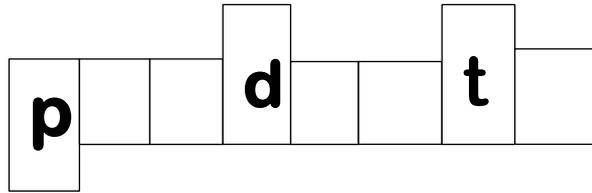
Image : Creazilla.com



3.



Image : Creazilla.com



4.

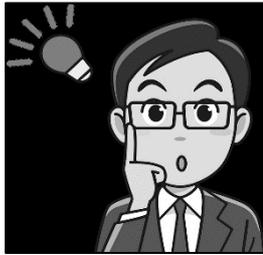
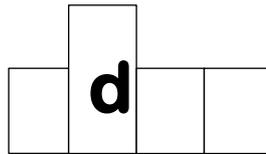


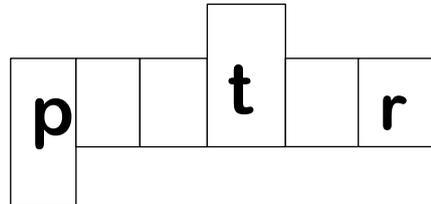
Image : Creazilla.com



5.



Image : Freepik.com



What's New

Directions: Study the image below. Then fill out the image analysis chart. The first one is done for you.



Image : Freepik.com

Image Analysis Chart

1. What type of visual media is shown above?	
2. What product is endorsed in the poster or advertisement?	
3. What does the poster or advertisement say about the product?	
4. What is the purpose of the poster or advertisement?	
5. Would you buy /use the product being endorsed? Why or why not?	



What is it

A propaganda is the spreading of a belief, opinion or action considered wholesome by a particular group . It can also be the spreading of teachings and beliefs as an effort to give truth to an information that is partly or wholly untrue. Most advertisers use propaganda to make their products attractive. An advertisement is a written or printed notice intended to make something known to the public ; especially a printed and paid notice in a newspaper or other printed media(Galapon , Relente,1999). Sometimes , these propaganda may also be used in musical form such as in jingle which you hear or see in the radio , television or even in social media.

It is important for you to recognize the different propaganda techniques and devices so that you will be more discerning, do careful evaluation and make wise choice of the services or products around you.

The following are propaganda devices and their examples which are very common among speeches or advertisements in social media, radio, television and even printed materials.

1. Bandwagon

“Don’t be left out. Everyone is doing it.”

People are urged to use a product or join an activity that everyone else is doing. The propagandist appeals to your desire to be like the rest and be part of the group. It builds on our fear of being not to fit in, or being different from others if we do not patronize the product or idea.

2. Card Stacking

This technique of advertising uses only selected information to convince the audience or buyer and not presenting the whole picture . Here , the product looks a lot more attractive , better or healthier than the other and may influence your buying decision. This technique is also called cherry picking.

3. Plain Folks

This is a way that a speaker convinces an audience that an idea is good because they are the same ideas of the vast majority of people like yourself.

This is the opposite of testimonial propaganda because it uses an approach that tells the person or product it endorses has likely to have a similar experience with regular or ordinary people.

4. Testimonial

When some well-known personality like a TV star , athlete or politician endorsed that a certain idea or product is good and that you should also use them. This technique is used to convince us without examining the facts more carefully because the person who gives testimony is famous or respected.

5. Glittering Generalities

When advertisers use words like “best,” “great,” “improved” , “organic” and “sustainable” to dupe people into accepting and approving things or ideas . These words are never really explained. This technique uses striking statements or slogans to connect to people’s belief or values for their products.

6. Name Calling

Giving a person , a product or an idea a bad label by using an easy to remember degrading or pejorative name. This is used to make us reject and condemn a person or idea without examining what the label really means. This is also called stereotyping or labelling.

7. Fear

This propaganda device uses warning or threat of the serious problems that may come up or benefits that one may be deprived of if he or she will not use a certain product, avail of certain services or embrace an idea.

8. Repetition

This propaganda technique believes that repeating words, lines or statements is an effective strategy for people to remember ideas or products.



What's More

Activity 1

Directions: Match the propaganda technique/ device with its description. Write only the letter of your answer on the blank before the number.

- ___ 1. Testimonial
- A. This propaganda device or technique only highlights the good information but does not reveal the bad .
- ___ 2. Fear
- B. These are vague, broad statements that will connect with the audience's beliefs and values. Slogans are examples.
- ___ 3. Glittering generalities
- C. This is effective in a way that it establishes that the person shares the same experience or values with ordinary people, or that the product is what "folks at home" are using.
- ___ 4. Card stacking
- D. When a famous person or a celebrity endorses a certain view and testify to the idea or the product.
- ___ 5. Plain folks
- E. This strategy gives warning or threat of the serious problems that may come up if he or she will use or not use a certain product, avail of certain services or embrace an idea.

Activity 2

Directions: Study each image carefully and identify / recognize the propaganda technique used in the picture. Choose your answer from the word pool and write it inside the box.

testimonial	repetition	bandwagon	plain folks
fear	name calling	card stacking	glittering generalities

1.



The ice cream everybody enjoys!

PURE JOY
ICE CREAM

Ice cream Image : Creazilla.com

2.



WARNING
Cigarette smoking is dangerous to your health.

Image : Freepik.com

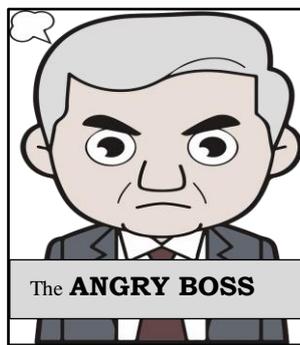
3.

Famous celebrity endorsing a product on a TV show.



Image : Freepik.com

4.



The **ANGRY BOSS**

Image: Creazilla.com

Sugar Free Choco Cookies

5.



Image : Freepik.com

Activity 3

Directions: Study the image below and answer the questions about it.



Image : Freepik.com

1. What product is being advertised?

2. What slogan is used in the advertisement?

3. Would you buy or use the product? Why or why not?



What I Have Learned

1. The technique of influencing human action by the manipulation of representations is called _____.

2. These representations may take spoken, written, _____ or musical form like jingles.

3. There are eight most commonly used propaganda devices we usually read from printed materials or hear from speeches, radio or television. They are the following:

a. _____

e. _____

b. _____

f. _____

c. _____

g. _____

d. _____

h. _____



What I Can Do

Directions: Almost every day, we read, hear or see advertisements from the radio, TV or the internet. Follow the instructions or answer the given questions.

1. Draw a poster of your favourite advertisement.

2. Why do you like it?

3. How do you choose a product or ideas to believe in?

4. Why is it important to be more discerning and thoughtful before choosing to buy the product or support an idea?



Assessment

Directions: Read the statements inside the box. Write the letter that represents the type of propaganda presented on the space provided.

_____ 1.

Hi! This is your one and only Pop Princess, Sarah Geronimo. Do you know why I have soft silky and beautiful hair? It's because I use only the best – Sunsilk Shampoo and Conditioner. It keeps my hair smooth and fragrant all day long. Try it and see the difference.

- A. bandwagon B. buzz C. fear D. testimonial

_____ 2.

Don't put your family in danger. Use Quick Kill Insect Spray to drive away and kill mosquitoes that cause dengue and other diseases. Just one bite may cost the life of your loved ones. So buy , and use it now.

- A. card stacking B. bandwagon C. fear D. repetition

___ 3. Everybody is enjoying the yummiest hamburger in town. Don't be left out. Try Cai's Mighty Bite burger now and be among the happy customers.

- A. bandwagon B. repetition C. testimonial D. plain folks

___ 4. Big Sale! Big Sale! Up to 50 – 70 % less on selected items on the biggest midnight Sale ever! Enjoy shopping at SM City on May 1-15. Big Sale! Big Sale!

- A. glittering generalities B. repetition C. fear D. card stacking

___ 5. Having hard time with your dirty laundry? Worry no more! Use Mr Clean Magic Eraser Extra Power. Now with stronger ingredients to remove stubborn dirt and stains from your clothes and sheets.

- A. testimonial B. repetition C. plain folks D. card stacking

II. Directions: Study each item. Detect the propaganda device used by matching the statement or advertisement in Column A with column B. Write only the letter of your answer on the blank space before the item.

Column A

___ 1. “ The Healthy Drink for Everyone’s Happiness ,” says one product .

___ 2. “ Same taste. Same sweetness. Same price at a bigger size.”

___ 3. “ Choose me to be your next mayor. I was once poor like you so I understand your plight. Together, we make a better future, ” says a local candidate during his campaign sortie in the slums.

___ 4. On a poster you read : “ Don’t get a rotten apple ! Trust what’s inside ANDROID!

___ 5. “ I drink Vitwater all day everyday, you know?” says Manny Pacquiao to promote a product.

Column B

A. testimonial

B. plain folks

C. bandwagon

D. name calling

E. repetition

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I Am a Filipino
by Carlos P. Romulo

I am a Filipino—inheritor of a glorious past, hostage to the uncertain future. As such I must prove equal to a two-fold task—the task of meeting my responsibility to the past, and the task of performing my obligation to the future.

I sprung from a hardy race, child many generations removed of ancient Malayan pioneers. Across the centuries the memory comes rushing back to me: of brown-skinned men putting out to sea in ships that were as frail as their hearts were stout. Over the sea I see them come, borne upon the billowing wave and the whistling wind, carried upon the mighty swell of hope—hope in the free abundance of new land that was to be their home and their children's forever.

I am a Filipino. In my blood runs the immortal seed of heroes—seed that flowered down the centuries in deeds of courage and defiance. In my veins yet pulses the same hot blood that sent Lapulapu to battle against the first invader of this land, that nerved Lakandula in the combat against the alien foe, that drove Diego Silang and Dagohoy into rebellion against the foreign oppressor.

The seed I bear within me is an immortal seed. It is the mark of my manhood, the symbol of dignity as a human being. Like the seeds that were once buried in the tomb of Tutankhamen many thousand years ago, it shall grow and flower and bear fruit again. It is the insignia of my race, and my generation is but a stage in the unending search of my people for freedom and happiness.

I am a Filipino, child of the marriage of the East and the West. The East, with its languor and mysticism, its passivity and endurance, was my mother, and my sire was the West that came thundering across the seas with the Cross and Sword and the Machine. I am of the East, an eager participant in its spirit, and in its struggles for liberation from the imperialist yoke. But I also know that the East must awake from its centuries sleep, shake off the lethargy that has bound his limbs, and start moving where destiny awaits.

I am a Filipino, and this is my inheritance. What pledge shall I give that I may prove worthy of my inheritance? I shall give the pledge that has come ringing down the corridors of the centuries, and it shall be compounded of the joyous cries of my Malayan forebears when first they saw the contours of this land loom before their eyes, of the battle cries that have resounded in every field of combat from Mactan to Tirad Pass, of the voices of my people when they sing:

“I am a Filipino born to freedom, and I shall not rest until freedom shall have been added unto my inheritance—for myself and my children and my children's children—forever.”

(Reprinted from The Philippines Herald, August 16, 1941)