

Propaganda

Grade Level	6 th
Subject	ELA
Curriculum Objective	<p>English Language Arts — Grade 6</p> <p>Goal 4</p> <p>The learner will use critical thinking skills and create criteria to evaluate print and non-print materials.</p> <p>Objective 4.01</p> <p style="padding-left: 40px;">Determine the purpose of the author or creator by:</p> <ul style="list-style-type: none"> • monitoring comprehension for understanding of what is read, heard and/or viewed. • exploring any bias, apparent or hidden messages, emotional factors, or propaganda techniques. <ul style="list-style-type: none"> ○ drawing conclusions based on evidence, reasons, or relevant information. ○ considering the implications, consequences, or impact of those conclusions.
Guiding Question	How do advertisers use propaganda to influence consumers?
Lesson Summary	Students will become familiar with the different types of propaganda and how it is used in the media to influence consumers.
Activating Strategy	<p>Students will be shown an ad and asked to determine the following:</p> <p>What is being sold?</p> <p>What feelings or opinions do you have about the product?</p> <p>What aspects of the ad evoke these thoughts?</p> <p>Would you want to use the product? Why or why not?</p>
Cognitive Strategy	<p>Show power point presentation at the web address below</p> <p>http://www.thematzats.com/propaganda/prop/sld001.htm</p> <p>Discuss the term “propaganda” and the different types of propaganda introduced in the power point presentation.</p>

Summarizing Strategy	<p>Quiz http://www.mcs.k12.in.us/les/ihnen/pquiz.htm</p> <p>Students could also be placed in small groups and be given two to three print ads. Students could determine what type(s) of propaganda are being used in the ad. What consumer group the ads are targeting and if the techniques used are successful. Groups could present their findings to the whole group.</p>
Evaluation	<p>Quiz Small group presentations</p>
Resources	<p>mcs.k12.in.us/les/ihnen/t-lesson-template1.htm - 26k</p> <p>magazine ads</p>
Credits	<p>mcs.k12.in.us/les/ihnen/t-lesson-template1.htm - 26k</p>