

GED

Social Studies

Day 10



COMUNIDADES LATINAS
UNIDAS EN SERVICIO



Essential Questions

How is public opinion shaped and controlled?

Why do governments and institutions want to manipulate attitudes?

Why is propaganda an effective approach for shaping public opinion?

**Have you seen this poster?
What do you know about it?**



The “Uncle Sam” poster is a familiar image to most Americans. The poster was originally designed in 1917 by James Montgomery Flagg, as a recruiting poster which sought to increase the number of soldiers for World War I. It tried to appeal to honor and duty. It was revised for use during World War II, and you will still find it around even today.



- What is the message that this poster communicates? Who is its audience? What is its purpose?
- How does the poster communicate its message? Think about its use of language, color, space, and symbols.
- What specific facts or details does the poster use, if any?
- Look closely at Uncle Sam's face. What emotions does the image communicate? How is the audience likely to feel?
- Look just at the image's text. How do the words shape the message? How are fonts, size, and color used?
- What is your overall impression of the message?

Argument, Persuasion, or Propaganda?

	Argument	Persuasion	Propaganda
Goal	Discover the "truth"	Promote an opinion on a particular position that is rooted in truth	Offer "political advertising" for a particular position that may distort the truth or include false information
General Technique	Offers good reasoning and evidence to persuade an audience to accept a "truth"	Uses personal, emotional, or moral appeal to convince an audience to adopt a particular point of view	Relies on emotions and values to persuade an audience to accept a particular position
Methods	<p>Considers other perspectives on the issue</p> <p>Offers facts that support the reasons (in other words, provides evidence)</p> <p>Predicts and evaluates the consequences of accepting the argument</p>	<p>May considers other perspectives on the issue</p> <p>Blends facts and emotion to make its case, relying often on opinion</p> <p>May predict the results of accepting the position, especially if the information will help convince the reader to adopt the opinion</p>	<p>Focuses on its own message, without considering other positions</p> <p>Relies on biases and assumptions and may distort or alter evidence to make the case</p> <p>Ignores the consequence of accepting a particular position</p>

- **Analyze the following examples in terms of argument, persuasion & propaganda.**
- **Pay attention to how they appeal to emotions and bias.**

We Can Do It!



J. Howard Miller

POST FEB. 16 TO FEB. 28



WAR PRODUCTION CO-ORDINATING COMMITTEE

SAVE FREEDOM OF SPEECH



BUY WAR BONDS



Don't Let That Shadow Touch Them
Buy **WAR BONDS**

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**HE'S
WATCHING
YOU**





A photograph of Donald Trump from the chest up, wearing a dark suit, white shirt, and blue tie. He is raising his right fist in a power salute. The background is dark and out of focus.

★★★★★
MAKE
AMERICA
GREAT AGAIN!
★★★★★

TRUTH *over* **LIES**
UNITY *over* **DIVISION**
SCIENCE *over* **FICTION**
HOPE *over* **FEAR**

BIDEN
HARRIS

**What other modern examples can
people think of?**

Is propaganda good or bad or both?

Republicans & Democrats

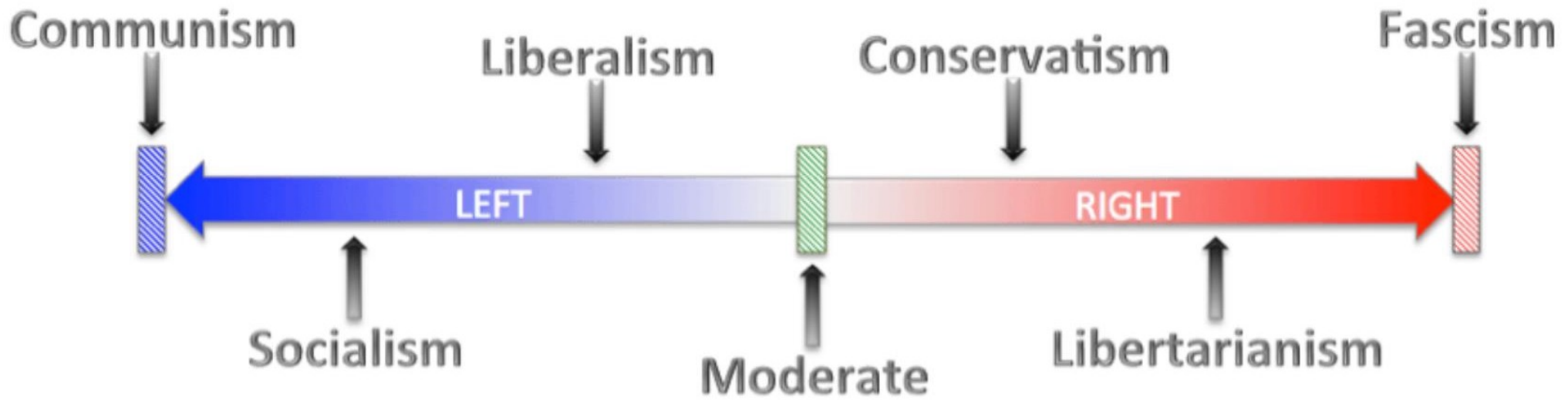
Comparing & Contrasting US Political Parties



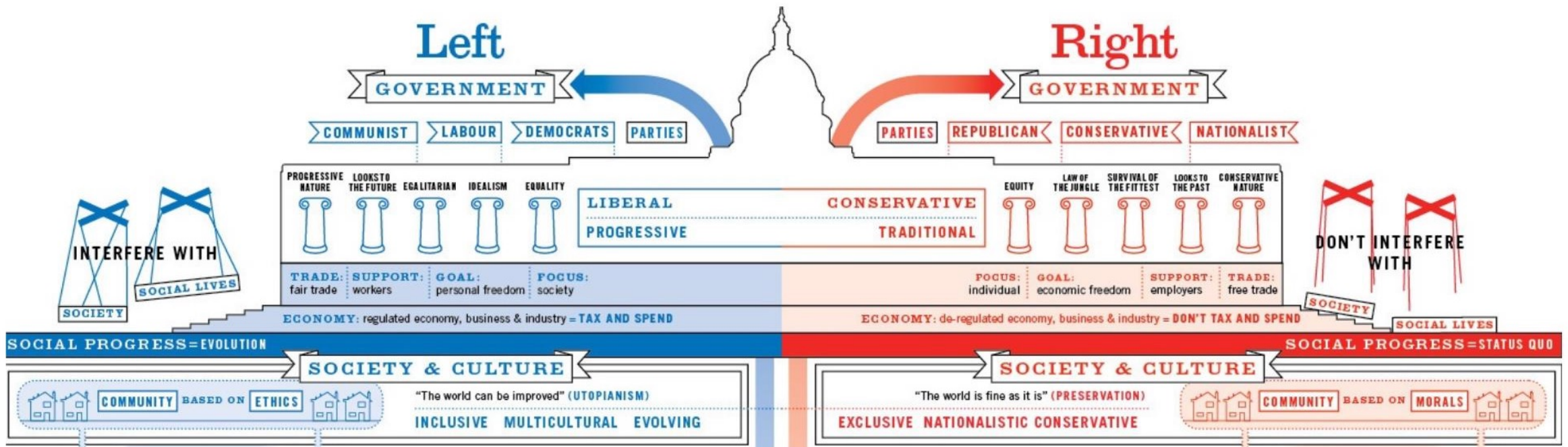
What characteristics define each?

Liberal

Conservative



<https://www.iagreetosee.com/wp-content/uploads/2015/05/political-spectrum.png>



Evaluating Information & Analyzing Political Speech

From the Democratic Party Platform of 2008:

a A century ago, Teddy Roosevelt called together leaders from business and government to develop a plan for the next century's infrastructure. It falls to us to do the same. Right now, we are spending less than at any time in recent history and far less than our international competitors on this critical component of our nation's strength. We will start a National Infrastructure Reinvestment Bank that can leverage private investment in infrastructure improvement, and create nearly two million new good jobs. **b** We will undertake projects that maximize our safety and security and ability to compete ...

a The text lays out the problem using (1) actions of a popular past President to set a tone for change, and (2) a fact that underscores the problem.

b Then the text lists several general actions that Democrats would take that score well with the voting public.

In this time of economic transformation and crisis, we must be stewards of this economy more than ever before. We will maintain fiscal responsibility, so that we do not mortgage our children's future on a mountain of debt. We can do this at the same time that we invest in our future. We will restore fairness and responsibility to our tax code. We will bring balance back to the housing markets, so that people do not have to lose their homes. And we will encourage personal savings, so that our economy remains strong and Americans can live well in their retirements.

1. Which of the following tactics do the Democrats use here to persuade the public?
 - A. They offer specific changes they will make.
 - B. They promise to consult the public on what is important.
 - C. They ensure that successful past practices will continue.
 - D. They list general changes without specifying them.

From: "George W. Bush for President," the *Chicago Tribune*, 2004:

On domestic issues, the choice is also clear. In critical areas such as public education and health care, Bush's emphasis is on greater competition. His "No Child Left Behind" Act has flaws, but its requirements have created a new climate of expectation and accountability. On both of these important fronts, but especially with his expensive health-care plan, Kerry primarily sees a need to raise and spend more money. ...

John Kerry has been a discerning critic of where Bush has erred. But Kerry's message—a more restrained assault on global threats, earnest comfort with the international community's noble inaction—suggests what many voters sense: After 20 years in the Senate, the moral certitude Kerry once displayed has evaporated. There is no landmark Kennedy-Kerry Education Act, no Kerry-Frist Health Bill. Today's Kerry is more about plans and process than solutions. He is better suited to analysis than to action. He has not delivered a compelling blueprint for change.

2. Which of the following does the author cite in order to validate an endorsement of one candidate's domestic policies?
 - A. President Bush's landmark health care plan
 - B. the "No Child Left Behind" Act
 - C. the Kennedy-Kerry Education Act
 - D. President Bush's assault on global threats

3. What is the main purpose of this editorial?
 - A. It is designed to explain why the writer will vote for John Kerry.
 - B. It is supposed to explain why the writer will vote for George W. Bush.
 - C. It is meant to persuade voters that John Kerry has been an ineffective leader.
 - D. It is intended to persuade people to vote for George W. Bush.

4. What evidence does the author cite to support his claim of Mr. Kerry's unfitness to be President?
- A. Mr. Kerry's discerning criticism of President Bush
 - B. the flaws in the "No Child Left Behind" Act
 - C. Mr. Kerry's inability to get legislation passed
 - D. President Bush's competitive stand on health care

From a campaign speech by Barack Obama, 2008:

Years of pain on Main Street have finally trickled up to Wall Street and sent us hurtling toward recession, reminding us that we're all connected—that we can't prosper as a nation where a few people are doing well and everyone else is struggling.

John McCain is an American hero and a worthy opponent, but he's proven time and time again that he just doesn't understand this. ...

I'm betting on the American people. ... We may come from different places and have different stories, but we share common hopes, and one very American dream.

That is the dream I am running to help restore in this election. ... That is the choice that I'll offer the American people—four more years of what we had for the last eight, or fundamental change in Washington.

People may be bitter about their leaders and the state of our politics, but beneath that, they are hopeful about what's possible in America. ... Because they believe that we can change things. Because they believe in that dream.

5. How would you evaluate the information presented in this speech excerpt?
- A. all facts and little opinion
 - B. mostly opinion with some facts
 - C. about half facts and half opinion
 - D. all opinion and no facts
6. What tactic does the excerpt use to garner support for Mr. Obama?
- A. It explains Mr. Obama's program.
 - B. It emphasizes Mr. Obama's goal of restoring the American dream.
 - C. It explains unpopular parts of Mr. McCain's plan.
 - D. It links Mr. Obama's opponent to the President.

Homework!

Active Assignments



Week 10

To begin, select an activity from All Activities

[Select New Activity](#) 



All Activities

Completion: 0/5 (0%)



No Due Date