***Integrated British/World Literature and History – Propaganda Project – Bonanni/Zimmerman***

We have looked at various forms of propaganda and how they are used in advertising. Something which came up in discussions was political campaigns. Taking what you know about the various types of propaganda, you will create TWO posters or mailers (fliers) about a “candidate” from the list below.

One poster or mailer must be POSITIVE; one poster or mailer must be NEGATIVE.

You will be expected to use techniques of propaganda, show creativity, and demonstrate strong time management skills.

The project will be worth 100 points.

Candidate list:

* A person running for the upcoming Presidential election
* Mr. Bonanni OR Mr. Zimmerman for Slatington Dog Catcher
* Sports Team of the Year
* Actor/Actress of The Year
* Tupac or Biggie:: Better Rapper

Rubric:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **YES** | **MOSTLY** | **SOMEWHAT** | **BARELY** | **NO** |
| **Poster contains an easily identifiable SLOGAN** | **20** | **15** | **10** | **5** | **0** |
| **Poster contains easily identifiable LOADED WORDS** | **20** | **15** | **10** | **5** | **0** |
| **Poster contains easily identifiable POWERFUL IMAGES** | **20** | **15** | **10** | **5** | **0** |
| **Poster is shows creativity, neatness, use of several colors, and effort** | **20** | **15** | **10** | **5** | **0** |
| **Poster contains at least one of the following elements in addition to the three above:  \_\_\_\_Appeal to fear  \_\_\_\_Repetition  \_\_\_\_Appeal to basic needs** | **20** | **15** | **10** | **5** | **0** |

Propaganda – How do they mess with our minds?

**Your job is to take a look at propaganda. Follow the steps and take some notes, they will be graded!**

****Read Peter Vilbig’s article on [Propaganda & spinning the news](http://findarticles.com/p/articles/mi_mOBUE/is_7_134/ai_n18612783/) – note that the article has more than one page.

**Part I**

* Take notes on the article (summarize what is said in three or four statements).
* Type your notes in a Microsoft Word document. Make sure to include a heading with your name, today’s date, and the name of the assignment.
* Answer the discussion questions at the end of the article on page 2.
* Also answer the question: “How does propaganda affect your life?”
* Print your notes and answers and turn in to Mr. Zimmerman.
* Take a look at the [National Archives Power of Persuasion Exhibit](http://www.archives.gov/exhibits/powers_of_persuasion/this_is_nazi_brutality/this_is_nazi_brutality.html) online.
* Pick 3 that you like from section one and 3 from section two