**Propaganda Add/Campaign Poster Assignment**

Grade 7 Civics: Benchmark 2.11

**What you need to do?**

**Step 1:** For this assignment you will be asked to work either by yourself or in groups of two. Consider all of the following propaganda techniques that you have reviewed over the past few classes and consider completing your very own poster (8 x 11-inch paper) or PowerPoint presentation in which you show the effectiveness of propaganda techniques that are used in the media.

**Step 2:** Once you have brainstormed what you would like to do, consider how you want to present your information. You will need to decide if you are doing a PowerPoint or Google Slide presentation, or a poster. Think carefully as there are slightly different requirements for the Google side presentation compared to the poster option.

**Step 3: Completing the assignment.**

**Option 1: Poster Assignment.** If you are doing this option, you can do either a collage of the different propaganda techniques **OR** your very own propaganda poster in which you complete one advertisement or political campaign poster. You must clearly meet all of the criteria in completing your poster:

1. You must make sure to clearly demonstrate what your poster is all about. (Example: are you trying to sell a product or is this a political campaign poster for a candidate.
2. Consider the propaganda techniques that you will use. How do you want to demonstrate them? Example: Are you going to use Glittering Generalities if you do a campaign poster?
3. Your poster should be neatly done. It should be colorful and should standout.

**Option Two: A collage of the different propaganda techniques.**

This one can be done individually or in groups of two. For this option, you will need to identify all the different types of propaganda techniques that are used in commercials or campaign ads today. In particular, you must follow the criteria below:

1. You must identify all the propaganda techniques. Glittering generalities, transfer, bandwagon, plain folks, testimonial, card stacking and name-calling.
2. You must have one slide indicating what propaganda is and why it is effective in advertising today. What is the purpose of propaganda and why does it work so well.
3. Consider using one slide for each of the techniques. Identify the propaganda technique and make sure to use examples.
4. Your PowerPoint should include at least 8 slides, have all seven propaganda techniques and a slide on what propaganda is and why it is effective.
5. Your PowerPoint should be neat, colorful and stand out.

**Evaluation:**

Your assignment will be marked using the above criteria laid out in each option. More specifically, however, each finished product will have demonstrated all of the following:

1. Your finished product clearly identifies at least 1 propaganda technique. It has a title and a clear message to the viewer of what your presentation is about. /3
2. Your presentation is neat, colorful and well organized. /3
3. Your final project clearly lays out your understanding of what propaganda is and how effective it can be on influencing people to do what they might otherwise not do. /2
4. Your finished product clearly outlines your understanding of bias, and symbolism. /2

**Total: / 10**