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| --- | --- |
| Ms. Andres  | Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| *Media and Advertising* | Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Write a speech or design an ad that uses a variety of propaganda techniques and attempts to sell an idea.

The idea can be silly (everyone should shave

their heads, everyone should walk backwards, everyone should be preparing for the zombie apocalypse) or serious (people shouldn’t wear animal fur, people should recycle everything that is recyclable, people should ride their bikes to school).

The speech should be between 250-300 words long (full page double spaced) (mine is 268) and incorporate a minimum of 5 different propaganda/ advertising techniques.

A second page should be attached to your assignment which states which techniques you used and an EXAMPLE from your speech that shows how you used them.



**WHAT IS PROPAGANDA?**

Marking Criteria:

1. Properly uses at least 5 Propaganda/ Advertising techniques /10 marks
2. Speech (required length, smooth, correct spelling and
grammar) /10
3. Explanation of 5 techniques /5

 **Total /25**

*For three easy payments of $19.99 and for the next twenty minutes only…*

Make your Own Ultimate and Completely Necessary
Preparation for the Garden Gnome Apocalypse Kit

 Does your dog bark at nothing late at night? Do the flowers in your garden mysteriously disappear? Are you afraid to cross your porch to pick up your morning paper? Terrified consumers! I have the answer to your prayers: the answer to put an end to the fears that inspire your nightmares and make you afraid to face the light of day. The Ultimate and Completely Necessary Garden Gnome Appocolipse Survival Kit is the answer! This groundbreaking kit is sweeping the world with its ultimate foolproof system of complete garden gnome annihilation and for three easy payments of $19.99 I can tell you right now how to create your own kit at home to prepare for the inevitable uprising. Now friends, Pentictonites, fellow Canadians, you are obviously intelligent, caring and perceptive people. You are probably saying “Garden Gnome what?” I will not lie to you. I too was once a non-believer but once I saw the numbers I could not deny the importance of this foolproof system! Numbers show that 75% of those that fall into the murderous grasp of the garden gnomes are un-prepared non-believers! As a result, 9 out of 10 of those who participate in our three payment trial feel safer in their homes and 8 out of 10 have happy healthy children that are able to go outside! You too must prepare for the garden gnome uprising! Barack Obama, Channing Tatum, Taylor Swift and even Chuck Norris have participated in this emergency preparation exercise. Why endanger your family any longer? Why fall victim to the conformist ideas of the non-believing gnome bait that are your neighbors. Beware the garden gnomes and prepare!

**Bandwagon:** “sweeping the world”
**Name Calling:** “conformist… non-believing gnome bait”
**Patriotism:** “fellow Canadians you are obviously intelligent”
**Plain Folks:** “I was once like you”

**Testimonial:** “Barack Obama, Channing Tatum, Taylor Swift, Chuck Norris”

**Facts and Figures:** “75% fall into the grasps…” “9/10”