

# Propaganda/Media Literacy Portfolio Instructions

**Goal:** To critically analyze (1) the tactics used, (2) the overt messages communicated, and (3) the implied messages communicated in modern propaganda (advertising).

**Task:** Create a booklet, poster, or website (blog) which includes six or more advertisements from newspapers, magazines, or television (see instructions), as well as detailed paragraphs analyzing each sample.

**Instructions:** You can choose to do either a booklet, poster, or website (blog). Whichever you choose, you must create six pairs of “sample” and “analysis.” The propaganda you choose may include the following:

- Cutouts or photocopies of newspaper or magazine advertising.
- Screen captures of full-screen advertisements from the internet.
- “Storyboards” of television commercials. Your storyboard is like a comic-strip or graphic-novel version of the commercial. It should show the main action of the commercial and be clear enough to communicate what happens in the commercial. (Be warned, this is NOT easier!)

Along with each propaganda sample, you are to write a very detailed analysis, using specific examples from the propaganda. Your analysis must answer all of these questions in a coherent, fluid paragraph:

- *What kind of media is this? (Newspaper ad, TV commercial...)*
- *What action is this propaganda trying to cause? (me buy \_\_\_\_)*
- *To what specific audience is this propaganda targeted? (teens, parents, children; rich, poor, middle class; educated, uneducated, etc.)*
- *What specific tactics are used in this sample? (see below)*
- *Why are these specific tactics used for this specific audience?*

## **Tactics to Consider:**

1. Logos
2. Pathos
3. Ethos
4. Slogans
5. Repetition
6. Emotionally Loaded Words
7. Emotionally Powerful Images
8. Appeals to Audience Fears and Insecurities
9. Appeals to Audience Wants and Needs