

Video Production.
Mr. Stiles, Fall 2020

PLP Lesson 12 - Viewing Propaganda Text & Quiz

Due Wednesday 11/18, Value 30 Points

Objective:

You will analyze ways in which a medium is persuasive.

Viewing Propaganda

Propaganda in the Airwaves

Propaganda can be defined as a message sent to a public audience that is intended to promote a change of ideas, beliefs, and/or behaviors in the recipients. Propaganda is often thought of in the political sense; however, it is much broader than simply a way to promote political positions. Propaganda also reaches into daily life through the messages you see and hear on the airwaves. Keen advertisers target viewers to stimulate responses that evoke insecurity, vanity, sympathy, fear, greed, and other negative emotions, in order that the viewer will be driven to "buy into" the product or service that the advertiser is promoting. Advertisers want you to feel as if you need to fill a void in your life. They may even try to motivate you to contribute to, or join a cause to, solve an environmental or global issue. In any case, the goal of advertisers is to get you onboard.

Introduction

The following is alternate content for the Did You Know activity, where a question is provided along with a corresponding answer.

Did you know that advertising is a form of propaganda?

It is! Advertising time blocks are strategically chosen and purchased by advertisers in order to persuade a select audience to buy, use, or follow their products and ideas.

Advertising Over the Airwaves

Advertisers target television viewers and radio listeners as captive audiences to promote their products and services. There are many advertising theories for

capturing the attention of a potential buyer when that buyer is in a positive mindset. One way to do this is to promote a product or service when the person is watching or listening to something enjoyable--a television sitcom, classic rock music, a professional sporting event, or even religious programming.

You may notice that when you watch a classic movie from the 1950s, you will see commercials during breaks in the programming that appeal to older people. Advertisers know that many of the people who tune into classic movies are those who have lived through the age of the movie's first release. Therefore, a company that is promoting mobility scooters or alert systems for elderly folks may purchase advertising time during a classic movie, such as *Casablanca*, or during reruns of a syndicated Western, such as *Guns smoke* or *The Big Valley*.

Advertisers know that children make up the largest viewing audience for cartoons, so those companies that promote cereal, toys, theme parks, snacks, and other child-friendly products will buy advertising time during the broadcasts of cartoons and children's shows.

Teen-oriented movies that are shown on network television for the first time will draw advertisers for Smartphones, Ipads, nail wraps, hair color, and trendy clothing, amongst other products and services used by teens.

During the broadcasting time allotted for a two-hour movie, it is possible for advertisers to buy almost 30 minutes of advertising time. If advertisers buy 15-second spots, the viewer could be bombarded with 120 commercials as they watch their favorite movie.

Now, if you were subjected to 120 commercials in a row, it would be irritating, if not agonizing. However, spread throughout your favorite show, it may be more tolerable.

Propaganda Through the Airwaves

Beware! Advertising time slots can also be purchased by groups wanting to change or sway your ideals, beliefs, and behaviors. During advertising time slots, organizations plead for you to send money each month to save starving or injured animals, feed children from Third World countries, support specialized hospitals, promote religious broadcasts, stop gun control legislation, and/or many other "urgent" causes. These groups pressure viewers by using images of violence,

suffering, tragedy, and devastation to evoke fear, anger, and/or sympathy from the audience. Viewers who are easily convinced by these messages are quick to jump on the bandwagon of the groups who claim to have a solution to a world-wide problem. Unfortunately, many sympathetic souls send hundreds of thousands of dollars to organizations without ever knowing how their money is actually being used to solve these issues.

Advertisements for home gyms, workout programs, national gym franchises, and diet plans are all designed to make the viewer feel overweight, under toned, and otherwise out of shape. Actors and models with "perfect" body types are showed walking on treadmills, using exercise equipment, and wearing alluring clothing, in order to evoke a sense of insecurity in the target audience. The message is simple, "If you buy into this expensive program, you will look just like this professional body builder." One only needs to shop around at local yard sales to see used pieces of this "guaranteed" equipment that has fallen short of its claims and is priced at \$3.00 or "best offer" for anyone who will take it off the owner's hands.

The same type of propaganda is used throughout social media networks. Facebook "memes" and Twitter "tweets" tell followers that your boyfriend is probably cheating on you, that you should stop being friends with that "needy" person in your life, that YOU are more important than anyone else, why it is acceptable to dislike people who are different from you, and so on and so forth. Much of what you hear, see, and read influences how you feel about the issues in the world around you. Advertisers want you to believe that it is imperative that you "buy" into the message they are sending or the product they are promoting. When a message is sent to the public in this manner, it is considered to be propaganda.

15 Questions Multiple Choice Quiz.

Choose the best answers to the questions from the choices below:

1. Advertisers choose blocks of advertising time that will appeal to

- A. A captive audience
- B. The production company
- C. Teenagers
- D. Elderly people

2. Advertisers target a specific audience when they are

- A. Watching something they enjoy
- B. Tired and unable to think decisively
- C. Donating money for notable causes
- D. Eating dinner

3. During a classic movie, advertisers target

- A. Movie buffs
- B. Older people
- C. Teenagers
- D. The buying public

4. Advertisers of children's cereal, toys, snacks, and theme parks may buy advertising blocks during

- A. Professional wrestling matches
- B. Wildlife documentaries
- C. Teen movies
- D. Cartoons

5. Advertisers of Smartphones and nail wraps may buy blocks of advertising time during

- A. Cartoons

B. Golf tournaments

C. Teen movies

D. Classic movies

6. During a two-hour movie, advertisers can buy up to this many minutes of advertising time

A. 7 minutes

B. 10 minutes

C. 15 minutes

D. 30 minutes

7. During one two-hour movie, a viewer could be subjected to watching as many as

A. 25 commercials

B. 50 commercials

C. 80 commercials

D. 120 commercials

8. Propaganda is generally thought to be _____ in nature

A. Political

B. Religious

C. Militant

D. Theological

9. Propaganda is sometimes used to entice people to give donations to causes for

- A. Children and teens
- B. Children and elderly people
- C. Children and animals
- D. Teens and traffic reform

10. Advertisers use propaganda to sell _____ to insecure people

- A. Jewelry
- B. Religious items
- C. Building supplies and construction equipment
- D. Exercise equipment and weight-loss programs

11. Propaganda can be spread through

- A. Social media
- B. Computer programs
- C. Computer games
- D. Social gatherings

12. Few people check out "worthy" causes to see

- A. How the money is being spent
- B. If the issue is valid

C. How the problem is being solved

D. All of the above

13. Propaganda can be used in advertising to sway your

A. Lifestyle, career, and religious beliefs

B. Ideals, beliefs, and behaviors

C. Lifestyle, religious beliefs, and political party

D. Career, friends, and social behaviors

14. Advertising theories promote the importance of catching listeners or viewers while they are in a

A. Positive mindset

B. Deep sleep

C. Insecure moment

D. Lasting relationship

15. Propaganda is a form of

A. Written language

B. Persuasion or promotion

C. U.S. military training

D. World War II entertainment