

## NOTES ON PROPAGANDA (Advertising) STYLES

My description and examples of **NAME CALLING**

My description and examples of the **BANDWAGON EFFECT**

My description and examples of **APPEALING TO STATUS**

My description and examples of **PLAIN FOLKS**

My description and examples of **CARD STACKING**

My description and examples of **EMPTY PHRASES**

My description and examples of a **TESTIMONIAL**

Using the media examples below, identify and describe the method(s) of *propaganda* being used in each.





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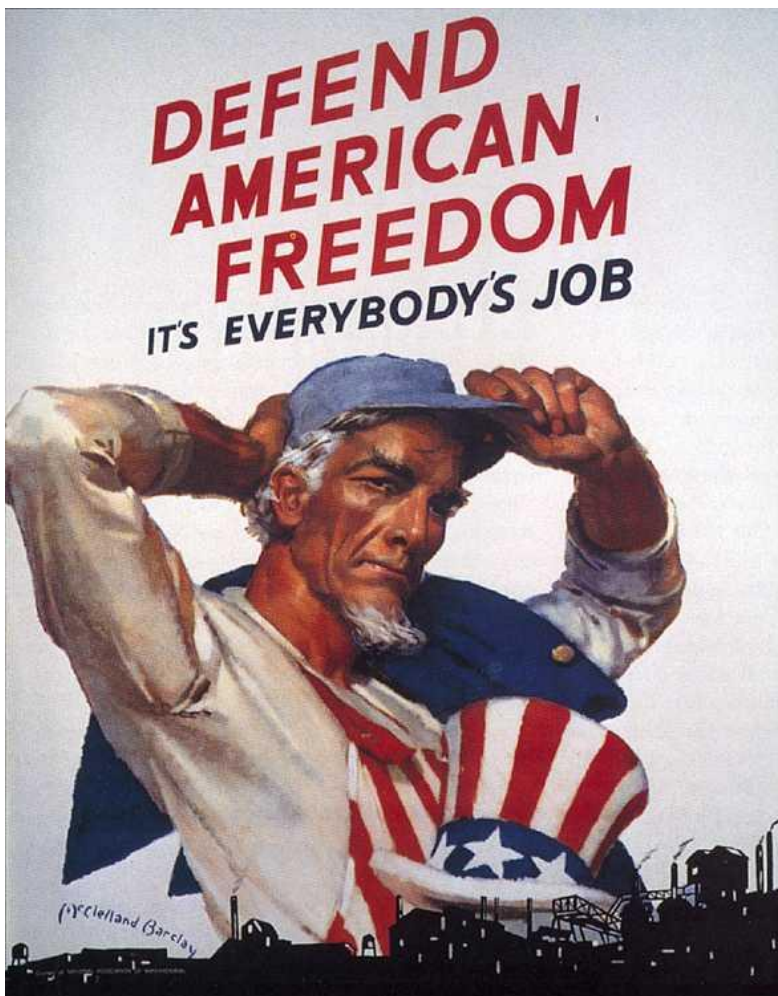
My description and examples of **PLAIN FOLKS**

My description and examples of **CARD STACKING**

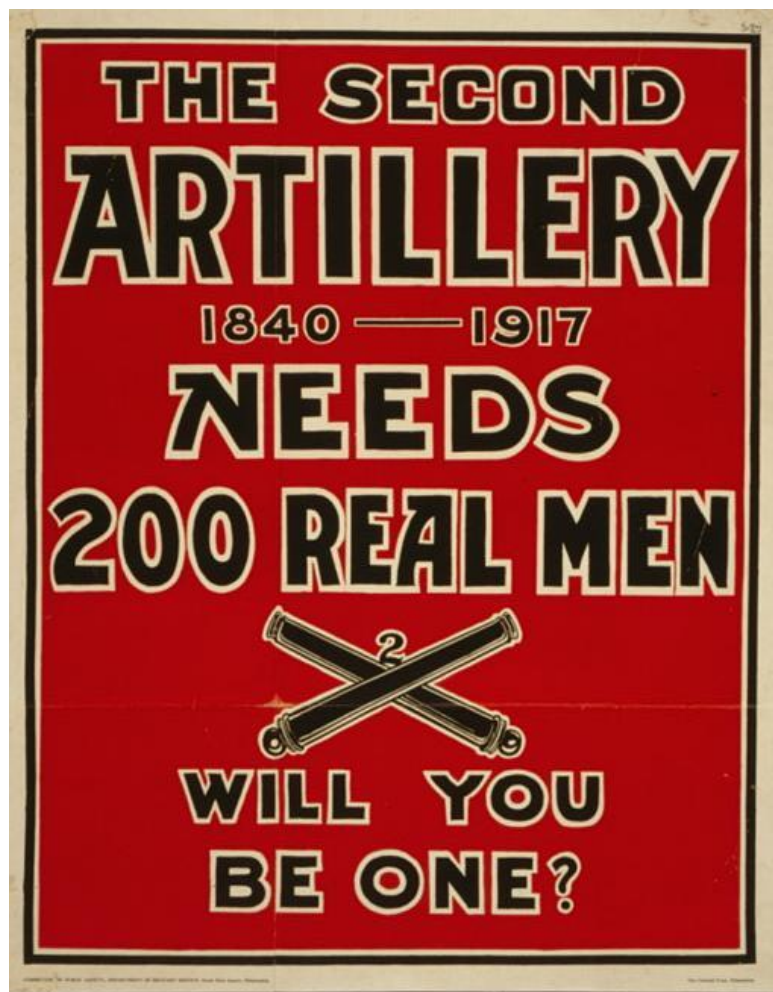
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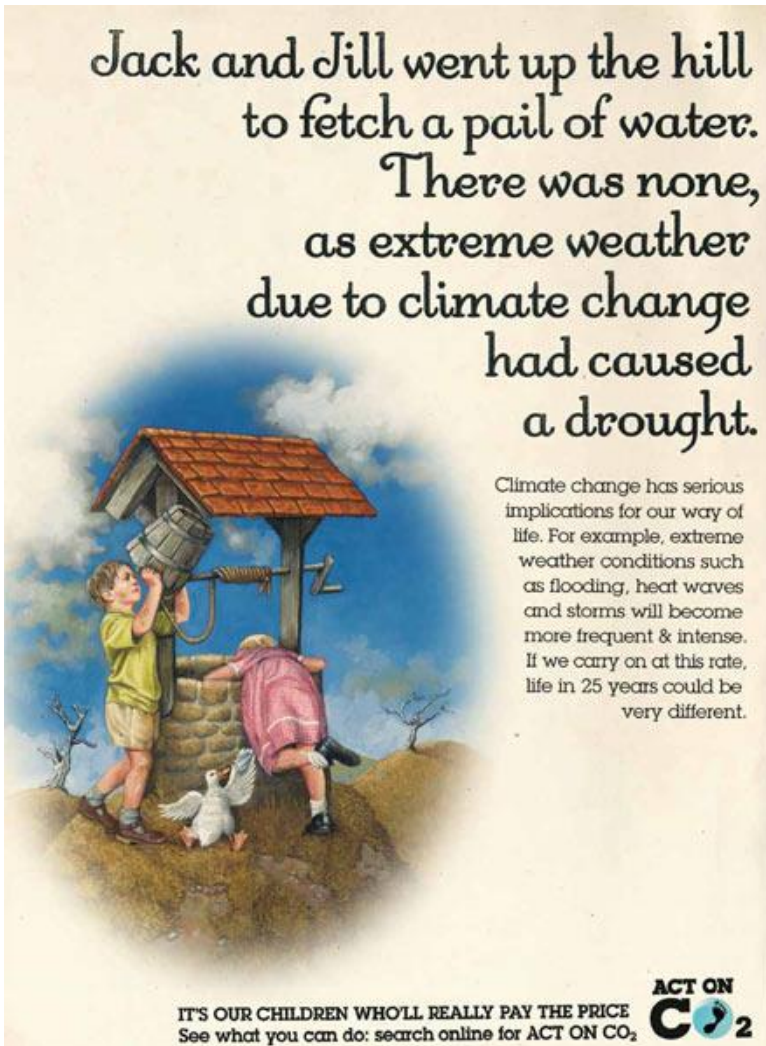
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Jack and Jill went up the hill  
to fetch a pail of water.  
There was none,  
as extreme weather  
due to climate change  
had caused  
a drought.

An illustration of a boy (Jack) and a girl (Jill) at a well. Jack is standing and holding a bucket, while Jill is bent over the well, looking down. A small white duck is on the ground near the well. The background shows a dry, hilly landscape under a blue sky with some clouds. The well has a wooden frame and a red-tiled roof.

Climate change has serious implications for our way of life. For example, extreme weather conditions such as flooding, heat waves and storms will become more frequent & intense. If we carry on at this rate, life in 25 years could be very different.

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