

ADVERTISING & PROPAGANDA

ADVERTISING

- The use of media to influence the sale of a product or service, in addition to getting the consumer to realize their need for the product or service

Consumer:

- Person buying the product.

PROPAGANDA:

- The promotion of a set of ideas.
- Propaganda is the art of persuading others that your “side of the story” is correct

- Propaganda...
 - is the **spreading of ideas, information or rumor** for the purpose of helping or injuring an institution, a cause or a person.
 - is intended to make us **accept or approve** something without looking closely at the evidence.
 - Focuses on **EMOTIONAL RESPONSE**, not critical thinking

- Aim: To influence people's opinions *actively*, rather than to merely communicate the facts about something.

- Historically, the most common use of the term is in **political contexts**.
- In Nazi Germany, **Adolf Hitler** was very aware of the value of propaganda and appointed **Joseph Goebbels** as the **Minister of Propaganda and National Enlightenment**.

- In this title, Goebbels had two main tasks:
 1. To ensure that nobody in Germany could read or see anything that was damaging to the Nazi Party.
 2. To ensure that the views of the Nazis were put across in the most persuasive manner possible.

What Goebbels Did

- Introduced a system of **censorship**:

you could only **read, see, and hear** what the Nazis wanted you to read, see, and hear.

- Infamous book burning episodes where books that did not match Nazi ideals were burnt in public
- Nazis controlled film production
- Loud speakers were put up in streets and cafes ordered to play all of Hitler's speeches
- Rallies were organized to show the world the strength of the Nazi nation
 - Arenas built to hold 400,000 people

- “The essence of propaganda consists in winning people over to an idea so sincerely, so vitally, that in the end they succumb to it utterly and can never escape from it.”
 - ~Joseph Goebbels

Propaganda AND Advertising

- Similarities:
 - advertising and propaganda are both powerful media tools
 - both employ the same multimedia formats in order to spread their message

- MAIN DIFFERENCE:
- Advertising campaigns want you to buy the product.
- Propaganda campaigns want you to agree with an idea.

- Propaganda uses the same **persuasive techniques** that advertising does (bandwagon, emotional appeals, slogan, logical appeals, celebrity spokespeople, and product/idea comparison).
- Read the following speech and find/label the **persuasive techniques** used:

- **MR. HARVEY**

- Currently, we are in school five days a week, from 8:30-3:25. Don't you ever feel like your entire life is inside this school? Wouldn't it be nice to spend some more time outside of these walls, maybe at home, relaxing and enjoying family time, or maybe you could spend more time with your team, practicing and getting ready for a big game! Or maybe putting in more hours at a job, so you can make more money? Wouldn't that be nice?
- Don't you feel like sometimes you just need a break? Experts say that our young people are better equipped to handle their studies if they feel relaxed, rested, and ready to go! Our school board would like to change that for all you young people- we just need your vote! We would like to introduce the **4 In 3 out Week-An Extra Day to Play!** Let's take that fifth school day and turn it into an extra day off! All we have to do is lengthen the school day a bit, and tack on a few extra days at the end of the school year! Many other schools are doing this, and their test scores are going through the roof!
- Well, I have someone important here with me to talk to you about the **4 In 3 Out Week-An Extra Day to Play.** Yes folks, all the way from Hollywood to Manhattan, Montana, _____ has stopped by to support the **4 In 3 out Week-An Extra Day to Play!** Let's hear it for _____!
- - [_____ takes the stage and starts to speak]
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- **CELEBRITY OF YOUR CHOICE**

- How is it going Manhattan, Montana? You all work hard during the work week, trying to make ends meet. Wouldn't it be nice if we all had an extra day off, so we could be with our families and bring more to our community? And I hear that the schools in Three Forks, who have refused to go to a four day week, are performing poorly in test scores on a yearly basis. That's right, why go to Three Forks Schools when you can get a better education AND more time off right here in Manhattan!!! Let's hear it for the **4 In 3 out Week-An Extra Day to Play!**

- - [Sound of tremendous applause]