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Propaganda

Propaganda is the use of false details to sell things or ideas. In 1889, newspaper owner William Randolph Hearst asked an artist to make propaganda. He wanted the artist to draw Cubans fighting Spanish people in the Spanish-American War.

The artist sent a message to Hearst. He said that he saw no signs of war.

Hearst said that he would make up details about war in his newspaper. "You provide the pictures," he replied, "and I'll provide the war."

Why did Hearst use propaganda? A war story sells newspapers!

Directions: Study the World War I poster on page 17. Then, read the questions below and choose the letter that best completes the sentence for each question. Write a sentence underneath explaining why you chose that answer.

1. The idea sold by this poster is that the Army offers

- a. a horse
- b. adventure
- c. wagons

2. The method of advertising used here is:

- a. fear
- b. warm and fuzzy
- c. bribery

3. The office that paid for this ad wants to get people to:

- a. enlist in the Army
- b. buy a horse
- c. go on a vacation

Propaganda *(cont.)*

ADVENTURE
and **ACTION**

**ENLIST IN THE
FIELD ARTILLERY · U.S. ARMY**

NEAREST
RECRUITING
OFFICE

Harry S. Mueller
Major - Infantry

48042-10 100, 101-10

Warrenton Distribution Point, U.S. Army, Warrenton, Oregon, U.S.A. 1917

100-100
100-100
100-100

Image courtesy of the Library of Congress, Prints and Photographs Division (LC-USZC4-7577)

Today's Television Ads

How have television ads changed? To begin with, ads for cigarettes have been banned since the 1970s. Ads for alcohol exist, but they are not allowed to show people actually drinking alcohol.

We see more ads now than we did in the 1960s. Then, an hour-long television program in the United States would be made up of 51 minutes of a television show, and nine minutes of ads. Now, a typical television show runs 42 minutes, with 18 minutes of ads! What else about television advertising has changed?

Directions: View two television ads at home or at school. Describe each by answering the questions below.

| Question | Commercial One | Commercial Two |
|--|----------------|----------------|
| Who paid for this television ad? | | |
| Would this ad appeal to boys, girls, or both? | | |
| What age group would like this ad? | | |
| What methods of advertising are used? | | |
| What is the obvious message in this ad? | | |
| What is the hidden message in this commercial? | | |
| In what way is this ad a healthy or unhealthy form of media? | | |

Now describe what you noticed about these ads of today. What is interesting about them? What do you like? What do you dislike?

Videogame Ads

People who make ads for videogames know that their pictures and words must be exciting. They know that videogame players like vivid graphics. They must get people to choose their game over hundreds of others!

Directions: Study this print advertisement for a videogame and then answer the questions.

In The Doghouse

WHO Let the DOGS IN?

HELP POOCH FIND HIS WAY FROM YOUR BED TO HIS DOGHOUSE WITH FUNGAMZ!

1. What is the name of this videogame? _____
2. What company makes this videogame? _____
3. What is this company's slogan? _____
4. What is the obvious message of this print ad? _____

5. What is the hidden message of this print ad? _____

6. In what ways is this ad a healthy or unhealthy form of media? _____
