

PROPAGANDA POSTER PARAGRAPH ORGANIZER

Point: State what your poster is communicating (message) and who it is intended to influence (audience).

Evidence #1: What is the first propaganda technique you are using and how is it demonstrated in the poster?

Explain the technique and how it works in your poster.

Link/Transition sentence for next point of evidence, use a transition word in this sentence.

Evidence #2: What is the second/same propaganda technique you are using and how is it demonstrated in the poster?

Explain the technique and how it works in your poster.

Conclusion sentences: Restate the message of your poster and how it is meant to influence your audience. What is your goal for creating this poster?

PROPAGANDA POSTER PARAGRAPH ORGANIZER

Point: State what your poster is communicating (message) and who it is intended to influence (audience).

This poster is advocating that Americans over age 18 vote for Barack Obama in the 2014 United States presidential election if they desire change in the governmental status quo.

Evidence #1: What is the first propaganda technique you are using and how is it demonstrated in the poster?

Glittering generalities are used in the poster to convince citizens that Obama can change their country through the use of the word hope.

Explain the technique and how it works in your poster.

Glittering generalities are words that are linked to positive concepts, but have various meanings for individuals. These demand approval without thinking because such a significant concept is involved. Using words that have a positive connotation persuades the public that they want to be associated with people and products that will allow them to have that same positive message in their own lives.

Link/Transition sentence for next point of evidence, use a transition word in this sentence.

Equally important is the central image, a portrait of Obama, in shades of red, white, and blue.

Evidence #2: What is the second/same propaganda technique you are using and how is it demonstrated in the poster?

These colors are reminiscent of the American flag and thus invoke a patriotic feeling to the viewer through the use of the propaganda technique of transfer.

Explain the technique and how it works in your poster.

Additionally, the word hope is in light blue capital letters below the image of Obama. The color of the word again echoes the color of the flag further emphasizing patriotism of both the candidate and the campaign. By linking the image of Obama and the word hope, the voting age American citizens are associating strong feelings of patriotism to the candidate and his message of hope.

Conclusion sentences: Restate the message of your poster and how it is meant to influence your audience. What is your goal for creating this poster?

The word hope is inspirational in its connotation that change can happen in American government if citizens are hopeful. Therefore, viewers are motivated to vote for Obama if they have hope that the United States is great and powerful and they wish for it to remain that way.

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English 8 E
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Propaganda Poster Explanation

This poster is advocating that Americans over age 18 vote for Barack Obama in the 2014 United States presidential election if they desire change in the governmental status quo. Glittering generalities are used in the poster to convince citizens that Obama can change their country through the use of the word hope. Glittering generalities are words that are linked to positive concepts, but have various meanings for individuals. These demand approval without thinking because such a significant concept is involved. Using words that have a positive connotation persuades the public that they want to be associated with people and products that will allow them to have that same positive message in their own lives. Equally important is the central image, a portrait of Obama, in shades of red, white, and blue. These colors are reminiscent of the American flag and thus invoke a patriotic feeling to the viewer through the use of the propaganda technique of transfer. Additionally, the word hope is in light blue capital letters below the image of Obama. The color of the word again echoes the color of the flag further emphasizing patriotism of both the candidate and the campaign. By linking the image of Obama and the word hope, the voting age American citizens are associating strong feelings of patriotism to the candidate and his message of hope. The word hope is inspirational in its connotation that change can happen in American government if citizens are hopeful. Therefore, viewers are motivated to vote for Obama if they have hope that the United States is great and powerful and they wish for it to remain that way.

POINT

EVIDENCE

LINK/TRANSITION

EXPLAIN

CONCLUSION

