Propaganda: Lord of the Flies
What is Propaganda?

- chiefly derogatory information, esp. of a biased or misleading nature, used to promote or publicize a particular political cause or point of view (Oxford Dictionary)
- depending on the systems in power, a common event may have completely different versions publicized
Propaganda Examples

• World War II Posters suggested what the people at home should do to help the nation

• Modern propaganda uses the same techniques
Che

- Ernesto “Che” Guevara (1928-1967)
- Argentine Marxist revolutionary, physician, author, guerrilla leader, and military theorist
- Major figure of the Cuban Revolution
- Has become a countercultural symbol of rebellion
- “An inspiration for every human being who loves freedom” - Nelson Mandela
- A “Marxist Puritan” who was a “cold-blooded killing machine” - Alvaro Vargas Llosa
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Adjectives & Adverbs

- Adjectives and adverbs, while serving as descriptive language components that can better define an idea, can also be used to pass along an opinion and can be used to convey a propagandist's message. The description might simply be wrong, or it might serve as an element of other propaganda techniques.

- Adjectives are used to describe a person, place or thing. Adverbs describe an action. A propagandist usually expresses an attribute of something in a way that will bring the desired opinion of the person, or place, or thing. Adjectives or adverbs can be used to subjectively describe circumstances in terms a propagandist desires.

- "It will be a dark, dreary day if my opponent gets his way" = adjective alliteration, to infer a negative connotation of fear.

- Adjectives and adverbs can be checked for propaganda value by asking whether the descriptive term lends any additional meaning to its noun or verb. If the description is redundant, chances are it is employed as part of propaganda tactics.
Person vs. Persona

- **Person** = the ‘real’ you

- **Persona** = the construction of what you want others to think of the ‘real’ you

- Seth Godin: The Tribes We Lead
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Character Traits
(complete the handout)
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News Articles: 3 Parts

Lead Paragraph
Who was involved?
What happened?
Where did it happen?
When did it happen?

Make sure you refer to the headline and photograph when writing your lead.

Body Paragraphs
Why it happened?
How it happened?

Body is made up of facts and quotations. Remember to stay consistent with your lead paragraph.

Concluding Sentence
Refer back to the main idea from your lead paragraph and stay consistent.
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