

Name \_\_\_\_\_



## Propaganda Patrol

**Directions:** Read the passage carefully. Look for examples of **propaganda techniques**. Underline or highlight words and phrases that show these techniques. List them in the provided spaces that follow, along with the reason why that technique is persuasive in this instance.

Don't be left behind! Join the thousands of smart families already switching to SparkClean detergent! With SparkClean, your clothes will shine brighter than ever, and you'll feel proud to be part of the movement for a cleaner future. Only careless people would stick with outdated, harmful brands that put your family at risk. Everyone knows SparkClean is the number one choice if you truly care about your loved ones.

**Bandwagon:** \_\_\_\_\_

**Why is it persuasive?** \_\_\_\_\_

**Fear:** \_\_\_\_\_

**Why is it persuasive?** \_\_\_\_\_

**Glittering Generalities:** \_\_\_\_\_

**Why is it persuasive?** \_\_\_\_\_

### Reflection Questions

1. Which propaganda technique do you think is most effective in this passage? Why?
2. How does propaganda differ from a neutral advertisement?
3. Write one sentence rewriting a line from the passage in a **neutral, factual way**.