

# Communication Evaluation

## Media and Political Communication

### Benchmarks

SS.7.C.2.11 Analyze media and political communications (bias, symbolism, propaganda).

What do you remember about the ad?

Was it about the candidate or the candidate's opponent?

Would you say it was a positive ad or a negative ad?

**HAVE YOU EVER SEEN A  
POLITICAL AD?**

# What do you want to know?

- When watching an ad for a political candidate, what kind of information should be included?
  - Work in a small group to come up with a list.

On your handout, read the definitions and put them in your own words.

Do not fill in the third column with examples – that will come later!

# COMMUNICATION EVALUATION

# Bias

Display of favor for or against someone or something; often seen as prejudicial.

**HOW WOULD YOU DEFINE IT?**

# Symbolism

- The use of symbols to represent ideas.

**HOW WOULD YOU DEFINE IT?**

# Propaganda

- Communication aimed at influencing public attitudes or opinions toward some cause or position. Propaganda is often used to manipulate human emotions by displaying facts selectively.

**HOW WOULD YOU DEFINE IT?**

The following slides will have examples of **bias, symbolism, and propaganda** – can you identify which is which?

**WHICH IS IT?**



# Symbolism

- The use of symbols to represent ideas.



# Symbolism

- The use of symbols to represent ideas.

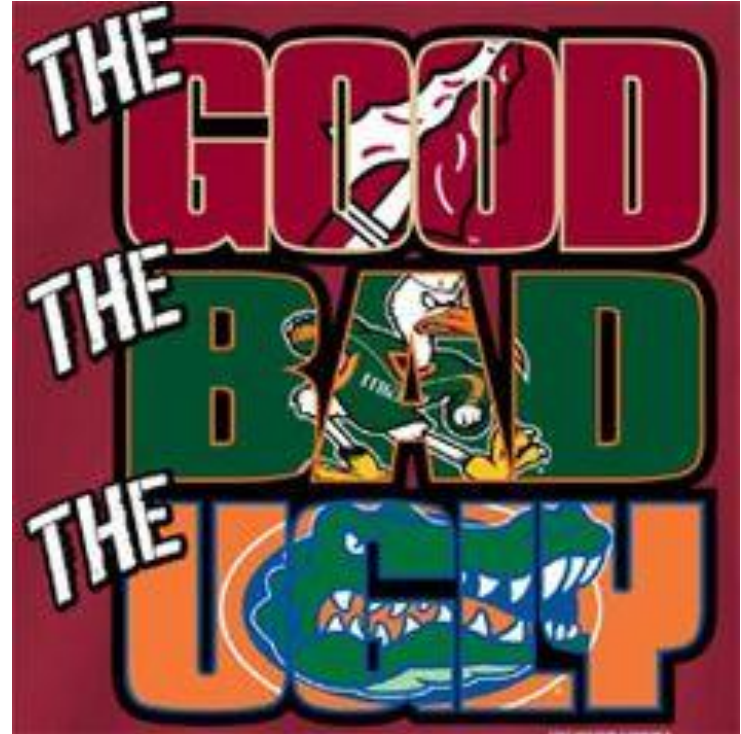


# Bias



Display of favor of or against one thing, person, or group compared with another.

# Bias



Display of favor of or against one thing, person, or group compared with another.

# Propaganda

- Ideas or statements that are often false or exaggerated and that are spread in order to help a cause, a political leader, and/or a government.



**Feeding kids  
meat is  
child abuse**

FIGHT THE FAT • GO VEG [PETA.org.uk](http://PETA.org.uk)

DA  
Association, Inc.



# Propaganda

- Ideas or statements that are often false or exaggerated and that are spread in order to help a cause, a political leader, and/or a government.



# Types of Propaganda:

## PROPAGANDA TECHNIQUES

### THE BANDWAGON



"Polls show our candidate is pulling ahead, and we expect to win in a landslide."

### NAME-CALLING



"Candidate A is a dangerous extremist."

### ENDORSEMENT



Popular beauty queen says, "I'm voting for Candidate B and so should you."

### TRANSFER



Associating a patriotic symbol with a candidate.

### GLITTERING GENERALITY



"Candidate B is the one who will bring us peace and prosperity."

### JUST PLAIN FOLKS



"My parents were ordinary, hardworking people, and they taught me those values."

### STACKED CARDS

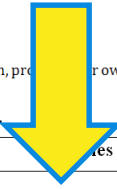


"Candidate C has the best record on the environment."

Name: \_\_\_\_\_

Handout A

## Communication Evaluation



**Part I Directions:** In small groups, discuss the terms in the grid below. For each definition, provide your own interpretation. What does that term mean to you? How would you define the term?

You will use the third column during Part II of the activity, so leave it blank for now.

| Term | Definitions   | Examples |
|------|---|----------|
| Bias | Display of favor of or against one thing, person, or group compared with another. |          |
|      |   |          |
|      | The use of symbols to represent ideas.  |          |

**Part II Directions:** You will watch each commercial from The Living Room Candidate twice. The first time you see the ad, list examples of bias, symbolism, and propaganda in the third column in Part I. The second time you watch the ad, answer the questions below.

| Commercial Title/Campaign | What is the tone of the ad and what message does the ad convey? | What evidence was presented to support the message in the ad? How would you know if this evidence was factual? | How does the ad make you feel about the candidate? | Do you think the ad is persuasive? Why or why not? |
|---------------------------|---|--|--|--|
|                           |   |  |  |  |
|                           |   |  |  |  |
|                           |   |  |  |  |
|                           |   |  |  |  |
|                           |   |  |  |  |

You will be viewing 4 political ads.

1. List examples of bias, symbolism, and propaganda from the ads in column 3 on Part I of your handout
2. Complete Part II of your handout after the second viewing of the ad.

# BIAS, SYMBOLISM, AND PROPAGANDA IN POLITICAL ADS

[HTTP://WWW.LIVINGROOMCANDIDATE.ORG/](http://www.livingroomcandidate.org/)



# Answer the question below:

The poster below was created in 1917.



- A. accurate
- B. biased
- C. informational
- D. propagandized

Which type of communication is shown in this poster?