

Results Reporter

Out of 13 questions, you answered 13 correctly with a final grade of 100%

13 correct
(100%)

0 incorrect
(0%)

0
unanswered
(0%)

Your Results:

The correct answer for each question is indicated by a ✓.

1
CORRECT

What does *propaganda* mean?

- a case where the author demonstrates that because B follows A, A must cause B
- a general term for media advertising
- finding common ground
- the spreading of ideas to further a cause

Feedback:

***Propaganda* means the spreading of ideas to further a cause.**

2
CORRECT

What is a common example of how propaganda is used?

- Political parties often use propaganda to persuade people to vote for their candidate or support their programs.
- Advertising such as you see in the media is a form of propaganda that is designed to persuade consumers that certain products or brands are superior.
- Most writing strives to be objective and unbiased, so propaganda is largely a thing of the past.
- Both a and b.

Feedback: Political parties often use propaganda to persuade people to vote for their candidate or support their programs. Advertising such as you see in the media is a form of propaganda that is designed to persuade consumers that certain products or brands are superior.

3
CORRECT

How does propaganda work?

- by making you laugh
- A) by using certain techniques to manipulate reason and emotion
- by lying to you about important facts
- C) by impressing you
- D)

Feedback: Propaganda works by using certain techniques to manipulate reason and emotion.

4
CORRECT

Why is it important to be familiar with certain propaganda techniques?

- because knowing the techniques helps you figure out if the message really makes sense, or if the cause being promoted by the propaganda is something you really want to support
- A) because propaganda is manipulative
- because your knowledge of these techniques will help you evaluate the accuracy and fairness of the message
- C) All of the above.
- D)

Feedback: Because propaganda is manipulative, it is important to be familiar with these techniques in order to know when propaganda is being directed at you. Once you are aware that propaganda techniques are being used, your knowledge of these techniques will also help you evaluate the accuracy and fairness of the message. Does the message really make sense? Is the cause being promoted by the propaganda something you really want to support?

5
CORRECT

Which propaganda technique involves important-sounding "glad words" that have little or no real meaning?

- name calling
- A) glittering generalities
- transfer
- C) false analogy
- D)

Feedback:
glittering generalities: uses important-sounding "glad words" that have little

or no real meaning. These words are used in general statements that cannot be proved or disproved.

6
CORRECT

Which propaganda technique involves attaching a negative label to a person or a thing?



- A) name calling
- B) glittering generalities
- C) transfer
- D) false analogy

Feedback:

name calling: attaching a negative label to a person or a thing.

7
CORRECT

Which propaganda technique involves two things that may or may not really be similar, but that are portrayed as being similar?



- A) name calling
- B) glittering generalities
- C) transfer
- D) false analogy

Feedback:

false analogy: two things that may or may not really be similar are portrayed as being similar. In most false analogies, there is not enough evidence available to support the comparison.

8
CORRECT

Which propaganda technique involves an attempt to transfer the prestige of a positive symbol to a person or an idea?



- A) name calling
- B) glittering generalities
- C) transfer
- D) false analogy

D)

Feedback:

***transfer:* an attempt is made to transfer the prestige of a positive symbol to a person or an idea.**

9
CORRECT

Which propaganda technique uses a folksy approach to convince us to support someone or something?

- testimonial
- A) plain folks
- B) card stacking
- C) band wagon
- D)

Feedback:

***plain folks:* uses a folksy approach to convince us to support someone or something. Advertisers will depict ordinary people doing ordinary activities to promote certain products.**

10
CORRECT

Which propaganda technique involves celebrities that are paid to endorse products?

- testimonial
- A) plain folks
- B) card stacking
- C) band wagon
- D)

Feedback:

***testimonial:* Often celebrities are paid to endorse products. Whenever you see someone famous endorsing a product, askf how much that person knows about the product, and what he or she stands to gain by promoting it.**

11
CORRECT

Which propaganda technique encourages you to think that because everyone else is doing something, you should do it, too, or you'll be left out?

- testimonial
- A) plain folks
- B)
- C)
- D)

- B)
- C) card stacking
- D) band wagon

Feedback:

***band wagon:* This approach encourages you to think that because everyone else is doing something, you should do it, too you'll be left out.**

12
CORRECT

Which propaganda technique slants the message by omitting key words or unfavorable statistics?

- A) testimonial
- B) plain folks
- C) card stacking
- D) band wagon

Feedback:

***card stacking:* This term comes from stacking a deck of cards in your favor. Propagandists use card stacking to slant sage. Key words or unfavorable statistics may be omitted in an ad, leading to a series of half-truths.**

13
CORRECT

Which propaganda technique offers only two choices?

- A) either/or fallacy
- B) black-and -white thinking
- C) faulty cause and effect
- D) Both a and b.

Feedback:

***either/or fallacy:* This technique is also called "black-and -white thinking" because only two choices are given. You are either for something or against it; there is no middle ground or shades of gray. When we attempt to polarize something, we negate all attempts to find common ground.**