The Boston Massacre

Propaganda Techniques
Starter:

Write about a time you convinced someone to do something or buy something or believe something? What was it? How did you convince them? Do you think you are good at convincing people?
Propaganda: techniques used to influence opinions, emotions, attitudes or behavior.
IS THIS TOMORROW

AMERICA UNDER COMMUNISM!
Who uses propaganda?

• Military
• Media
• Advertisers
• Politicians
• You and I!!!
Bandwagon Technique

• Everyone is doing it!
  You should too!!!
Loaded Words

Use of “loaded” words like . . .

– new
– improved
– best
Transfer

- Feelings (good or bad) are **transferred** to something else.

Transfer tries to make you view something in the same way as they view something else.

In the Kerry vs. Bush campaign, an internet email circulated showing similar physical characteristics between John Kerry and a Frankenstein monster.
What type of propaganda technique is used in the following ad?

A. Bandwagon
B. Loaded Words
C. Transfer
What type of propaganda technique is used in the following ad?

A. Bandwagon
B. Loaded Words
C. Transfer

Bandwagon
What type of propaganda technique is used in the following ad?

A. Bandwagon  
B. Loaded Words  
C. Transfer
What type of propaganda technique is used in the following ad?

A. Bandwagon  
B. Loaded Words  
C. Transfer
What type of propaganda technique is used in the following?

A. Bandwagon
B. Loaded Words
C. Transfer
What type of propaganda technique is used in the following?

A. Bandwagon
B. Loaded Words
C. Transfer

Transfer
“A Bloody Massacre” was an engraving Samuel Adams asked Paul Revere to create and distribute to colonists. What is happening here?
It shows British soldiers firing at peaceful, unarmed citizens. Patriots used propaganda like this to convince people to favor the removal of British soldiers from the colonies. What type of Propaganda technique is being used?
1. Observations—in detail, list important details you see (use bullet points).

2. According to this account, what happened during the Boston Massacre?

3. How could the author’s bias or background affect how he represented the event?
4. Explain how a Patriot would react to this image. Why?

5. Explain how a Loyalist would react to this image. Why?

6. What important facts were revealed at the trial?