

Propaganda is information used to **influence** people's **opinions** or **behavior**.

Propaganda Techniques

Testimonial – Important or famous people endorse a product.

Overgeneralization – A statement based on only a few facts. It is too broad to be true in every case.

1. Johnny Depp says he wears *Shoes by Devon* every day, and he loves them.

2. LeBron James only buys *Big Bubble* bubblegum because he thinks it's the best.

3. People who own dogs live longer, happier lives than those who own cats.

4. People who use *Acme Cleaning Supplies* have the cleanest homes.

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5. Everyone is watching *The Voice* on Tuesdays, shouldn't you?
6. All the cool kids at school wear *Royal Jeans*. You should too!
7. Drinking *Red Star* energy drinks for lunch improves your grades.
8. People who eat almonds drive nice cars. Almonds help you become rich.
9. Taylor Swift says that *Memphis Guitars* have the best sound.
10. People who are left-handed make better artists and musicians.

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1. *Super Green* is the healthiest drink available.
2. Health expert Ron Peters says *Super Green* is the most nutritious drink.
3. Everyone is lining up to buy the new *Super Green* fortified₁ drink. Rush out and buy one today!
4. Astronaut Buzz Aldrin starts his day with a delicious and healthy *Super Green* fortified drink.
5. Drinking *Super Green* makes you faster and more muscular.

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