

Name: _____

Date: _____

Identifying Propaganda in News Headlines

Directions: Identify which propaganda technique is being used in each news headline. If necessary, refer to your notes to support your answer.

**1. “Security Flaw Could Expose Credit Card Data”
(NBC News, 2017)**

Propaganda technique: _____

How do you know? _____

**2. “Kobe Bryant Spars with Michael B. Jordan in Hilarious Ad for Apple TV”
(Adweek.com, 2016)**

Propaganda technique: _____

How do you know? _____

**3. “Don’t Listen to the Moral Panic, Social Media is Good for Young People’s Mental Health:
Social media can allow young people to express themselves and build communities.
Policing it will only make teenagers withdraw further” (Independent.co.uk, 2017)**

Propaganda technique: _____

How do you know? _____

**4. “Enjoy a Beer, Get a Puppy: KC Pet Project Hosts Cutest Happy Hour ever with Puppies & Pints
Event” (KSHB.com, 2017)**

Propaganda technique: _____

How do you know? _____

**5. “95 Fort Carson Soldiers Coming Home Monday after Eight-Month Deployment”
(Fox21news.com, 2017)**

Propaganda technique: _____

How do you know? _____

**6. “Make America Debate Again...And Again...And Again...”
(Huffington Post, 2016)**

Propaganda technique: _____

How do you know? _____

7. “This Week in Tesla News: Elon Musk Is 'Deluded, Deranged' and Other (Questionable) Headlines” (Forbes.com, 2016)

Propaganda technique: _____

How do you know? _____

**8. “Ten Things Every Job-Seeker Should Be Doing On LinkedIn”
(Forbes.com, 2016)**

Propaganda technique: _____

How do you know? _____

**9. “Goodbye, Obama”
(Reason.com, 2017)**

Propaganda technique: _____

How do you know? _____

**10. “Donald Trump is More Normal than You Think”
(Politico.com, 2017)**

Propaganda technique: _____

How do you know? _____

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ANSWER KEY

***These are the best answers. Some questions may have more than one answer.**

1. **Fear** (Fear of identity fraud or personal information exposed)
2. **Testimonial** (Celebrity endorsements)
3. **Card stacking** (Lists only the positives of social media, not the negatives)
4. **Transfer** (Pairing two unlikely things, one being puppies which already gives positive feelings)
5. **Emotional appeal** (Arouses emotions of the idea of soldiers coming home: happiness, pride, etc.)
6. **Repetition** (Repetition of “and again” OR students might say name-calling since the headline is a take on Trump’s slogan “Make America great again.”)
7. **Name-Calling** (Negative comments made about Elon Musk)
8. **Bandwagon** (“Every” job seeker “should be” doing this)
9. **Glittering generalities** (Vague words that with little explanation—could evoke strong emotions with the reader)
10. **Plain folks** (Implying that Trump can understand average people because he is “normal”)