

Propaganda: Guidelines for Visual Examples

(Junior/Senior Divisions)

General Guidelines

This section is an addendum to *Propaganda: The Definitive Guide*. The purpose of this addendum is to discuss each technique as it typically appears in visual examples which, are limited to Junior and Senior Divisions. Therefore, these discussions do not repeat the Game Book Definitions, quotations from *Thinking Straighter*, and Expanded Definitions of the *Guide* itself. Rather, it is assumed the reader is familiar with the techniques and simply wants guidance as to which techniques are commonly found in visual examples.

Visual examples have been used in Junior/Senior tournaments since the 2003 Nationals. Their purpose is twofold: (a) to make the game more relevant to students' experience since so much propaganda is visual and (b) to add a new aspect to Junior/Senior play to distinguish it from Elementary/Middle.

The sample visual examples on this CD come from three sources:

- a. The visuals from the local and national tournament sets since 2003.
 - b. Visuals in the monthly quizzes on the AGLOA Web site.
 - c. Additional examples to round out each set and illustrate techniques from the section.
- The vast majority of the visuals are ads scanned from magazines and newspapers or downloaded from Internet sites. A small percentage are posters, political cartoons, or comic strip panels.

Some **general principles** that apply to visual examples:

1. "One picture is worth a 1000 words." Therefore, anything that is conveyed by images and graphics generally has greater impact than the text in the ad.
2. Most print ads embody more than one Propaganda technique. If there is only one technique from the Section being played, that technique is the answer.
3. A visual example may apply two or more techniques from the same Propaganda section. Such an example provides excellent practice material. The monthly quizzes on the Web site often show an ad and ask the viewer to list all the techniques embodied in it. However, for tournament play a visual example that contains more than one technique from the Section being played should be edited (using a program like *Adobe Photoshop*) to eliminate all but one technique of that section.
4. As an addendum to item 2, a visual (or oral) example incorporating two techniques from different sections can be included in the tournament examples for *both* sections. Here is such an example.



This Internet banner ad exemplifies both Ambiguity (Section **B**) and Bargain Appeal (Section **D**). So it could be displayed in the Section **B** round and again in the Section **D** round. In fact, this visual is included in both the **B** and **D** sets of sample visuals on this CD.

5. As an addendum to item 3, a visual that exemplifies two techniques from the same section may be shown in a tournament and players asked to give *both* techniques as the next *two* answers on their answer sheet. They should be allotted twice as much time to answer (a minute rather than 30 seconds). They may mark the answers in either order. They may also answer Bold for one and Cautious for the other. Junior/Senior players should be able to answer and correct this type of example without confusion.
6. The author has accumulated several hundred visual examples. They tend to cluster in certain sections of the game. For example, Section D techniques appear frequently. However, Sections E and F examples are scarce since those sections involve more abstract techniques. This guide points out the techniques in each section that students should look out for in visuals.
7. Some of the same subtleties that make certain techniques hard to distinguish in oral examples also apply to visuals. For example, Ambiguity and Shift of Meaning need careful delineation for visuals just as they do in oral examples. This guide attempts to clarify distinctions between techniques as they apply to visuals.
8. Most ads include small-print text that gives the company's Website address, a phone number, or other information that does not usually embody a Propaganda technique. Often the small print sections can be edited out of the visual. However, *players may assume that any text that is too small to read is not relevant to deciding the technique involved*. Also the tournament reader will read any text in each visual example.
9. Generally, visuals have more distracting elements in a visual than an oral example. This makes some of them more challenging as well as more realistic.
10. Most techniques exhibit the same traits in visuals as in oral examples. However, some exceptions will be mentioned in the appropriate sections of this guide.
11. All visual examples selected for this printed guide are included in the PowerPoint presentations on this CD for each section.

Section A

Judging from the dozens of visual examples that have been collected over the last few years, the main techniques of this section that appear in visuals are Drawing the Line, Conservatism, Radicalism, and Moderatism, and Causal Oversimplification. Usually the visuals implement Section A techniques more with words than with images.

3. Drawing the Line

Ads often present two alternatives.

Example of Drawing the Line



Comment on the example

“Beads Or Stripes” is the most prominent part of this ad. Gillette reduces your choice of deodorants to two, both of which are Gillette products.

5. Conservatism, Radicalism, Moderatism

Of these three modes of thought, Conservatism appears most frequently in visuals, which tout the number of years the company has been in business or how many satisfied customers have been served. Radicalism shows up in claims of a “new” or “totally redesigned” product.

Example of Conservatism



1984 2004

**Sometimes, just sometimes,
you get it right the first time.**

Here's to 20 years of making electric lift tables, modular workstations and, yes, the little gray cart.

You might not believe it, but our original cart is still one of our biggest sellers. Of course now we make a lot "fancier" furniture – laptop storage units, power supply carts and workstations that tilt and lift with the touch of a button. But you can also count on us to have a cup holder or flat panel monitor arm for, say, your 1991 AnthroCart. After all, we made it with a Lifetime Warranty.

Need a furniture solution for your latest technology? Contact the friendly and knowledgeable folks at anthro.com or 800.325.3841.

Example of Radicalism



**NEW FITS
NEW STYLES
NEW
LEE**

regular
relaxed
straight leg
relaxed
bootcut

Lee

9. Causal Oversimplification

Ads often propose a simple solution to a complicated problem.

Example of Causal Oversimplification

diabetes, high blood pressure,
elevated cholesterol, all forms
of heart disease, asthma,
sleep apnea, gallstones, hepatitis,
arthritis, gastroesophageal reflux,
heartburn, skin infections and ulcers,
infertility, menstrual abnormalities,
pregnancy problems, urinary leakage,
depression, self-esteem issues,
dementia, gout, immobility,
joint pain, back pain, hip problems,
knee problems, ankle problems

OR

Weight Loss Surgery

It's simple. Weight loss surgery makes many of the problems related to obesity go away.
For more information on signing up for a FREE Seminar in a discreet environment,
please call 1 (888) 331-WISH

Comment on the example

This may seem like Drawing the Line because of the word OR. However, closer analysis reveals that the ad claims that weight loss surgery is *the* solution to all the problems listed at the top of the ad.