Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Partner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Work with a partner or on your own. Click on each of the links below.

2. Watch the short commercial clip – #1 and #13 are a little longer.

After watching the first 30 seconds, if you know the answer, you don’t have to watch the rest.

3. Fill in the type of propaganda that is being used. Some will have two, others may have one.

4. Explain why you picked that answer.

1. <http://www.youtube.com/watch?v=9gspElv1yvc>

SPCA

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2. <http://www.youtube.com/watch?v=lw9ZeXB2uKs>

Audi commercial

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

3. <http://www.youtube.com/watch?v=Is3icfcbmbs>

Head-on

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

4. <http://www.youtube.com/watch?v=18ya0-OZ58s>

Snickers

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

5. <http://www.youtube.com/watch?v=r2EcgNfK3PA>

Doritos

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

6. <http://www.youtube.com/watch?v=l6q0ft48Jpw>

Pepsi

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

7. <http://www.youtube.com/watch?v=10DCwPoRYN0&feature=related>

Anti-smoking

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

8. <http://www.youtube.com/watch?v=HqL9MjPnxBA>

Pro-Active

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

9. <http://www.youtube.com/watch?v=AdaKNHWi1SQ&feature=related>

Brad Pitt- Levis jeans

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

10. <http://www.visit4info.com/advert/Time-for-a-New-Job-CareerBuildercom-SuperBowl-2009/69046>

Career Builder

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

11. <http://www.youtube.com/watch?v=dIgey9NLdhk>

Chuck Norris- Mt. Dew

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

12. <http://www.youtube.com/watch?v=r30IPbdWqSw>

Coke

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

13. <http://www.youtube.com/watch?v=Ar3i1Gw26r0&feature=channel>

Harry Reid

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Type of Propaganda Used: \_\_\_\_\_\_\_\_\_\_\_ Explanation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**