

Guidelines for Propaganda Analysis

1. Provide a brief description of the item you have chosen to analyze, including the time and date it appeared, the creator of the item, and, in one sentence, why you think it represents propaganda.
2. Who are the creators of the item? Describe their business, generally. How does the item serve them?
3. What is the intended claim of the item: What is the audience supposed to understand or do in response to the item.
4. Who is the target audience for the item? (Be as specific as you possibly can be. The target audience of MTV, for example, isn't "TV watchers" or "the general public" or even "Americans" but "young people between the ages of 12 and 30.")
5. What is the subject of the item, for example, taxes, a new truck, economic stimulus, or a murder in Oakland?
6. What is the explicit purpose of the item? (News shows, for example, are "to inform the audience about what's happening," ads are "to inform the audience's buying decision," and political speeches are "to persuade the audience of a version of the facts.")
7. What propaganda technique(s) can you detect in how the item communicates its message to its audience? Explain.
8. What facts do you think are distorted or omitted in the item?