

# UNIFIED SUPPLEMENTARY LEARNING MATERIALS

## Grade 6 – HEALTH

**Week  
6**

### Common Propaganda Techniques

#### Expectation

*At the end of the lesson, the learner . . .*

- identifies the common propaganda techniques used in advertising.

#### Looking Back

**Direction:** Write True if the statement is correct and False if not.

- \_\_\_\_\_ 1. Factual information can be identified from propaganda.
- \_\_\_\_\_ 2. Information that has been reviewed by medical and research professionals is true and guaranteed.
- \_\_\_\_\_ 3. Consumers and patients should patronize products especially if they don't have the proper diagnosis from a medical doctor.
- \_\_\_\_\_ 4. The best way to be protected from fraudulent products is to be an informed consumer.
- \_\_\_\_\_ 5. Consumer health could be attained through proper health information, honest and improved health products, and services.

#### Brief Introduction

**Propaganda** in the broadest sense is the technique of influencing human action by the manipulation of representations. These representations may take spoken, written, pictorial or musical form." Manipulation can be organized or unorganized, conscious, or unconscious, politically, or socially motivated.

Different Propaganda techniques are methods and approaches used to manipulate the consumers' reasons and emotions, and to induce the audience to believe in something or someone. These are strategies by the companies to make their sales and profits increase.

- |              |                          |
|--------------|--------------------------|
| -Testimonial | -Humor Appeal            |
| -Reward      | -Plain Folk              |
| -Bandwagon   | -Snob                    |
| -Transfer    | -Glittering Generalities |
| -Scientific  |                          |



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### Activity

**Direction:** Identify what propaganda techniques are being used. Choose in the box and write your answer on the space provided.

Rewards  
Humor

Snob  
Bandwagon

Scientific  
Testimonial



1. \_\_\_\_\_



2. \_\_\_\_\_

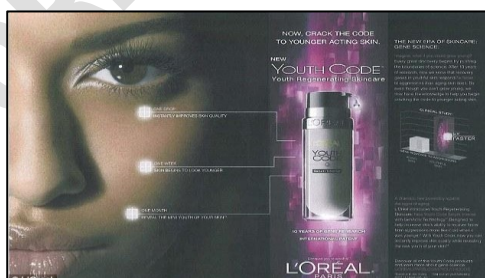


3. \_\_\_\_\_



4. \_\_\_\_\_

5. \_\_\_\_\_



### Reference

Deped Teacher's Guide Health 6  
The 21<sup>st</sup> Century MAPEH in ACTION, Ligaya Bautista Garcia-Quinitio Et.Al. pp.294-296  
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<https://www.slideshare.net/mylasicat/propaganda-powerpoint>

### Answer Key

#### Looking Back

1. True
2. True
3. False
4. True
5. True

#### Activity

1. Testimonial
2. Humor
3. Reward
4. Bandwagon
5. Scientific