

Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION
Misamis Street, Bago-Bantay, Quezon City

UNIFIED SUPPLEMENTARY LEARNING MATERIALS (USLeM)



LEARNING AREA

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LESSON 2: Present a coherent, comprehensive report on differing viewpoints on an issue: Bias and Propaganda

EXPECTATIONS:

1. Distinguish viewpoints which contains bias from those intended to express propaganda;
2. Identify the types of bias and propaganda devices; and
3. Construct coherent and comprehensive report on presented issues involving bias and propaganda.

PRETEST

Directions: Read the statements carefully. Write **B** if the statement is Biased and **P** if it is all about Propaganda.

- _____ 1. A thirsty boy wants to buy a bottled water at a convenience store, but the guard refused him to go inside.
- _____ 2. Hidden mineral water is a hundred percent mineral water bottled from a hidden spring in Mount Banahaw.
- _____ 3. Nothing does it like 7-up!
- _____ 4. He is a man of so many vices, corrupt government official and a certified womanizer. Why should we vote for him as our country's president?
- _____ 5. A rich-looking family was entertained first in getting food order at a hotel restaurant over a simple-looking family who arrived first inside the restaurant.
- _____ 6. Theobroma is a herbal medicine which cures almost all diseases of the body, since it contains roughly 20 species of small understory trees native to the tropical forests of Central and South America.
- _____ 7. BDO always find ways to help its clients' banking needs.
- _____ 8. An applicant from a prestigious university whose grades are not as remarkable from a summa cum laude graduate from a small college from the province was hired for a job.
- _____ 9. Some people think that Covid-19 is not true.
- _____ 10. All millennials are better in computer technology than the older generation.

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LOOKING BACK TO YOUR LESSON

CONCEPT

Bias is an unjustified strong feeling in favor of or against an idea or thing, usually in a way that is closed-minded, prejudicial, or unfair.

Common Types of Bias

1. **Information Bias** – it arises when key study variables (refers to a person, place, thing, or phenomenon that the study is trying to measure in some way) are inaccurately measured or classified.
2. **Selection Bias** – an error in choosing the individuals or groups to take part in a study.

Propaganda are pieces of information that are spread for the purpose of promoting some causes, either true or untruthful to condition the minds of a certain group or population to serve a particular agenda. It is commonly used in political campaigns to attract voters, or in advertising to persuade people to buy a product or services.

Types of Propaganda Devices

1. **Card-Stacking Propaganda** – it uses only those facts and details that supports their argument. You will get misled if you do not notice that important details are missing.
2. **Name-Calling Propaganda** – it is also called stereotyping or labeling usually used in politics. In a direct name-calling, there is a direct attack on the opponent, whereas in an indirect name-calling, it is used to annoy an audience. Cartoons and photographs are used in name-calling.

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Types of Propaganda Devices (Continued)

3. ***Bandwagon Propaganda*** – it influences people by telling them how everyone is using the same product or is true to the same ideology. This encourages people to take the same course of action.
4. ***Testimonial Propaganda*** - when a famous person or celebrity endorses a certain view, they testify to the idea or a product. This is an effective propaganda technique that often works wonders to influence an audience.
5. ***Transfer Propaganda*** – this is an effort to transfer your approval of something you respect and approve of to another something that the propagandist wants you to approve of. Flag-waving helps.
6. ***Glittering Generalities Propaganda*** – these are vague, broad statements that will connect with audience's beliefs and values. They really do not say anything substantive. Slogans make great examples.
7. ***Plainfolks Propaganda*** – it works in a way to establish that the speaker is regular and ordinary and has the same views and opinions as the people he/she is appealing to.

In this lesson, you will learn what is **bias and propaganda as differing points of view on an issue.**

BRIEF INTRODUCTION

This lesson is to distinguish the difference between bias and propaganda. As simply put, **Bias** is an unfair preference for or against something. Why unfair? It is because, it is based on an opinion or generalization—not on solid facts. When one treats someone negatively of his age, race, ethnic, color, economic status, appearance, educational attainment, or making jokes or using stereotypes when talking about

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someone, that would mean, you are biased to that person. It is easy to say that being biased, one lacks a neutral viewpoint on a particular topic.

On the other hand, **Propaganda** is an information, ideas, or rumors deliberately spread widely to help or harm a person, group, movement, institution, nation, etc. To distinguish between the two, Bias is what people think, and Propaganda is ways to spread ideas. Another way to put it is Bias are peoples' opinions and Propaganda are facts.

ACTIVITY NO 1

Directions: Read the sentences below and identify whether the statements are BIAS or PROPAGANDA. Write your answer on the space provided before each number.

- _____ 1. Pepsi Commercial pushed forth the slogan "the choice of a new generation".
- _____ 2. Despite getting most of the votes in the talent competition, Annalyn did not win because of her accent.
- _____ 3. A report has been issued on the common characteristics of the Cebuanos but some of those interviewed where not really Cebuanos.
- _____ 4. Uniliver company advertises Sunsilk conditioner as a product brand which can give hair a smooth and silky appearance.
- _____ 5. During elections, in order to gain popularity, politicians call each other 'bad names'.
- _____ 6. There are unconfirmed reports from some hospitals that deaths are reported to be COVID 19 patients, despite the fact that some died due to other chronic illness, just to show that COVID 19 cases is still on the pandemic level.
- _____ 7. A construction worker is shown on a TV advertisement taking Alaxan as the best body pain reliever as he arrives home after a hard day's work.
- _____ 8. Movie and TV actor, Coco Martin endorses Mang Inasal saying "Mapapa-Wow ka talaga sa sarap ng Chicken Inasal".
- _____ 9. Sarah Geronimo takes care of her long, black, silky hair using Sunsilk.
- _____ 10. Nestle Milo's powder drink has a product tagline of "Fuel for Champions".

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ACTIVITY NO 2

A. Directions: Identify the type of bias in the statements below. Write **IB** if the statement is an Information Bias or **SB** if it is a Selection Bias.

- _____ 1. A general weighted average of 90% is required to qualify to enroll in a state university.
- _____ 2. A temperature of 37.4°C or over will be refused to enter in any establishment during this pandemic.
- _____ 3. Miss Zozibini Tunzi of South Africa who was crowned Miss Universe 2020 was questioned for the title by many for her color.
- _____ 4. Participants in the COVID 19 vaccine trial was administered to healthy people and not to those who were infected with the virus.
- _____ 5. By showing her ID, Stef's age was revealed below 15 years old. Thus, she was not allowed to enter the mall, a protocol followed during this pandemic.

B. Directions: Identify the type of Propaganda Device contained on the statements below. Write **CS** for Card Stacking; **NC** – Name Calling; **BW** – Bandwagon; **TM** – Testimonial; **TF** – Transfer; **GG** – Glittering Generalities; and **PF** for Plainfolks.

- _____ 1. Find magic in Enchanted Kingdom.
- _____ 2. Kathryn Bernardo has a fair skin, she wants to achieve a white complexion, so she uses Olay products to achieve it.
- _____ 3. Liza Soberano endorses Rexona Power Dry Whitening deodorant.
- _____ 4. Eat Bulaga's team randomly visits a house to show to the viewers that this family is watching Eat Bulaga Noon Show.
- _____ 5. Real men drink Tanduay Rhum.
- _____ 6. A presidential candidate during their live telecast presidential debate asked this to his audience, "Do you want a lazy and corrupt leader to lead our countrymen?"
- _____ 7. Diet Coke is highly advertised for diabetic people, but it does not give its ill effects if drunk in a regular basis that it will increase the risk of osteoporosis, heart and kidney diseases.

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ACTIVITY NO 3

- A. Directions:** Read the paragraph below and compose a 3-sentence coherent paragraph to explain why there is bias on the said paragraph.

Fillipino Women of the Mid 20th Century

by Benedict Mary P. Ambos

Women during this period were trained to do household chores. They were not sent to school to learn how to read and write unlike men. Girls were trained to become home keepers. This was when the time when most parents thought that ladies are raised to be 'mothers' and not as career women. Meanwhile, Men are sent for schooling, because soon they will become the family needs provider.

- B. Directions:** Examine the picture below. Then, compose a 3-sentence coherent paragraph stating the propaganda device used and the purpose of this advertisement.



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CHECKING YOUR UNDERSTANDING

Directions: Read the sentences below and fill out the blank with the correct answer.

- _____ 1. It is a propaganda device which uses celebrities as product endorsers.
- _____ 2. It is something of an opinion or generalization and not supported with facts.
- _____ 3. It is a propaganda device which uses stereotyping and labeling, usually practiced by politicians.
- _____ 4. It is an information, idea, or rumor deliberately spread widely to help or harm a person, group, movement, institution, nation, etc.
- _____ 5. It is a type of bias that inaccurately measures and classifies the information of a person, place, thing or phenomenon.

POST TEST

Directions: Read the statements carefully. Write **B** if the statement has Bias and **P** if it is all about Propaganda.

- _____ 1. LBC brand tagline is "Moving Smiles Around the World"
- _____ 2. Maine Mendoza endorses 555 Sardines.
- _____ 3. Roberta lives in the urban poor area and her classmates' mother does not welcome her in their house.
- _____ 4. A famous actress said, "Use my brand of lipstick and you will become one of us -gorgeous, lovable and seductive!"
- _____ 5. I once applied abroad as an English teacher and the online interview went well. Unfortunately, when they learned of my citizenship, I heard no single word from them anymore.
- _____ 6. Myrna was sent out from the elevator because she was identified to be a domestic helper. That is how their kind was treated abroad before.
- _____ 7. In a senatorial debate, an unlikely candidate with no strong educational background and shady profession was bullied by her opponents. Much to their regrets, she won the election.
- _____ 8. A mother was used in an advertisement to use Joy dishwashing paste.
- _____ 9. Philippine Airlines: Your Home in the Sky
- _____ 10. Master: Ang Sikreto ng mga Guwapo

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1. Testimonial
2. Bias
3. Name-Calling
4. Propaganda
5. Information Bias

CHECK YOUR UNDERSTANDING

- A. Answer may vary
- B. Answer may vary

ACTIVITY 3

- A. 1. SB
2. IB
3. SB
4. SB
5. IB
- B. 1. GG
2. TF
3. TM
4. PF
5. BW
6. NC
7. CS

ACTIVITY 2

1. Propaganda
2. Bias
3. Bias
4. Propaganda
5. Propaganda
6. Bias
7. Propaganda
8. Propaganda
9. Propaganda
10. Propaganda

ACTIVITY 1

1. P
2. P
3. B
4. P
5. B
6. B
7. P
8. P
9. P
10. P

POSTTEST

1. B
2. P
3. P
4. P
5. B
6. P
7. P
8. B
9. P
10. P

PRETEST

ASSESSMENT

ANSWER KEY