

PROPAGANDA: Social Studies

Common Emotional Appeals Worksheet (Adapted from Bridging English)

Name: _____

Group Member Names:

Note the emotional appeal in the advertisements and provide details of the imagery, tone, music, and word choice that support the appeal.

EMOTIONAL APPEALS	TYPE OF ADVERTISEMENT/PRODUCT	IMAGERY, TONE, MUSIC, WORD CHOICE
Patriotism		
Affections (love, hate, friendship)		
Security		
Family life		
Better life for the future		
Fair play		
Power		
Motherhood		
Fear		

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Self-preservation		
Preservation of society or culture		
Ego (social prestige, recognition, well-being)		
Better life for your children		
Progress		