Propaganda Techniques Used in Online Political Ads

Complete the chart below to help you draw conclusions about the propaganda techniques used in online political election ads.

| | Target audience | What is the ad trying to "sell"? | Production elements used to sell the message | Propaganda elements used to sell the message |
|-----------------|--------------------|----------------------------------|--|--|
| Political ad #1 | | | | |
| title | | | | |
| | | | | |
| Political ad #2 | | | | |
| | | | | |
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