Unit 4.1: War

Worksheet B

Activity 1.4

Find examples of each of the propaganda techniques listed below in Text 4.5, an extract from a speech made by US President George W. Bush in 2003, before the United States invaded Iraq. Your examples could be a single phrase or a line.

**Assertion** – A bold statement or claim presented as truth, and that cannot be questioned. It is to be taken on the speaker’s authority, and is not open for discussion.

**Example(s)**

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**False dilemma** – When you are presented with only two solutions to a problem. In an effort to convince you that one solution is better, you are faced with a false dilemma. In reality there may be more solutions.

**Example(s)**

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**Name calling** – Labelling people or calling your enemy names is a way of simplifying matters and rallying support against someone or a group of people.

**Example(s)**

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**Appeal to fear** – People can be controlled by appealing to their fears.

**Example(s)**

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**Glittering generalities** – Some ideals and values, such as justice, freedom or democracy, are difficult to argue against. Speakers sometimes use glittering generalities to establish broad agreement.

**Example(s)**

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**Appeal to authority** – Some people assume that people in power are inherently right. An appeal to authority can convince people to listen to their leaders, just because they are the leaders.

**Example(s)**

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