

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)

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)

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)

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

Example(s)

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)

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)