**Quiz: Propaganda and Media Influence**

**Instructions:** Answer the following questions to the best of your ability. Each question is worth 1 point.

1. **Multiple Choice:** What is propaganda? a) A type of unbiased news reporting b) Information used to promote a particular political cause or point of view c) A form of entertainment d) An educational tool
2. **True or False:** Propaganda is always based on factual and unbiased information.
	* True
	* False
3. **Fill in the Blank:** The \_\_\_\_\_\_\_\_ technique uses emotional appeals to persuade people to support a particular idea or cause.
4. **Multiple Choice:** Which of the following is an example of the "Bandwagon" propaganda technique? a) An advertisement showing a lone person using a product b) A commercial stating "Everyone is switching to our service!" c) A celebrity endorsement of a product d) A detailed comparison of two products
5. **Matching:** Match the following propaganda techniques with their definitions: a) Testimonial
b) Glittering Generalities
c) Plain Folks
d) Fear
	* Using vague, sweeping statements that appeal to emotions
	* Presenting a well-known person to endorse a product or idea
	* Suggesting that something terrible will happen if a particular action is not taken
	* Presenting a product or idea as being practical and good for ordinary people
6. **Short Answer:** Explain what is meant by "media influence."
7. **Multiple Choice:** Which of the following is NOT a common propaganda technique? a) Bandwagon b) Card Stacking c) Transfer d) Objective Reporting
8. **True or False:** Media influence can shape public opinion and behavior.
	* True
	* False
9. **Fill in the Blank:** The \_\_\_\_\_\_\_\_ technique involves using celebrities or other respected people to endorse a product or idea.
10. **Short Answer:** Give an example of how propaganda might be used in a political campaign.

**Answer Key**

1. b) Information used to promote a particular political cause or point of view
2. False
3. Emotional
4. b) A commercial stating "Everyone is switching to our service!"
5. a-2, b-1, c-4, d-3
6. Media influence refers to the way media sources can shape public opinion, attitudes, and behaviors through their content and presentation.
7. d) Objective Reporting
8. True
9. Testimonial
10. Example: A political campaign might use propaganda by creating ads that depict their candidate as a strong and trustworthy leader while presenting their opponent in a negative light through selective facts and emotional appeals.

4o