

Argumentation and Propaganda Study Guide Answer Key

Grade 6 ELA, 2015-2016

Format of Test: 23 multiple choice and 1 short constructed response question.

Know and be able to apply each of the following terms:

persuasion	anecdote	opinions	evidence
support	propaganda	expert opinion	statistics
case studies	facts	emotional appeals	logical appeals
argument	counterargument	assertion/claim	pathos
logos	ethos	evaluate	

The purpose of persuasion is to convince the reader to believe something or take a specific action.

When writing an argumentative essay, you present your opinion or argument which you will then back up with evidence.

When you present information about an opinion you are not supporting in an argumentative essay, you have presented a counterargument.

Facts are statements that can be proved, while opinions are statements of a person's belief.

When you present facts in number form, you are using statistics.

One form of support you might find in persuasive writing and other informational text is expert opinion; in this, a well-respected authority in the field will provide a direct statement about the topic.

One approach that a writer may take to get the reader's attention is to provide a short account of a particular event or a(n) anecdote.

Types of evidence (support or proof that backs up an idea, conclusion or opinion) include facts, direct quotations from experts, statistics, and case studies.

A positive statement that one makes is a(n) assertion.

Appeals that target feelings are emotional appeals (also known as pathos) while appeals that target a reader's thinking ability are logical appeals (also known as logos).

An extreme type of persuasion that is usually very one-sided is propaganda. It usually relies on emotional appeals rather than on logical reasons and evidence.

A research method that involves an in-depth study of a person or real-life situation is a(n) case study.

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When you read persuasive and argumentative texts, you need to evaluate the evidence the writers use to support their ideas. You have to determine whether the evidence is adequate, appropriate, and accurate enough to support the author’s claims.

Provide a definition and example for each propaganda technique.

Technique	Definition	Example
Bandwagon appeal	Appeal that suggests you need something or should believe something because everyone else already has it or believes it	Ex: McDonalds makes claims that billions have been served
Loaded words	Using words that cause a strong feeling; often appeal to emotions.	Ex: Crest commercial that says “Get a cool and inviting brushing experience”
Name-calling	Appeal that attacks opponents by calling them names and offers no reasons or evidence to support their position	Ex: Political ads that attack the other candidate
Snob appeal	Sends the message that something is valuable because only “special people” appreciate it	Ex: “Runway Jeans are designed for people who insist on quality and design—people like you.”
Plain folks	Technique in which the speaker presents himself as an average person who can relate to you; it reminds you that common people just like you use the product	Ex: A Cheerios commercial in which a family is sitting around the table eating Cheerios and the announcer explains that dad eats Cheerios to promote healthy eating.
Card-stacking	Very one-sided strategy of showing only a product’s best features, telling half-truths, and omitting information about potential problems	Ex: Drug manufacturers skim over the potential side effects of a medicine
Glittering Generalities	Technique that uses vague words or phrases that sound good but have little real meaning	Ex: “It’s new and improved to work better than ever.” “It’s better tasting”
Testimonial	Uses a famous person, such as an actor or athlete, to promote an idea or a product. This may differ from expert opinion because the well-known person may not necessarily be an authority on the topic.	Ex: Larry the Cable Guy lost 50 pounds with Nutri-System

The test will have 1 reading passage with multiple choice questions. Some sample questions that you may want to practice answering with any passage are presented below. In addition, it is recommended that students practice with the multiple choice test preparation questions provided in the textbook.

- Why did the author write the selection? What is the main purpose of the article?
- What is the purpose of a specific paragraph in the selection?
- Which sentence from the article is a fact?
- Which sentence from the article is an opinion?
- Which persuasive device/propaganda technique is used most in the selection?
- In the passage, which details support the author's argument?
- According to the article, which statement provides specific evidence of _____?

Read the following selection and answer the questions that follow.

Danger Online

Should schools crack down on MySpace users?

The Internet can be a great way to connect with people. The latest Web craze is social networking¹ on Web sites such as MySpace. More than 65 million young people use online social networking sites. MySpace—the most popular of those Web sites—is adding about 250,000 users every week.

That cyberspace trend is causing problems in schools, however. In a recent survey, nearly 36 percent of school administrators told the National School Board Association (NSBA) that social networking sites disrupted learning in their districts. Should school districts ban sites like MySpace?

Teachers and principals are worried that some students use social networking to post personal information and to cyberbully other students. One of the biggest dangers comes from people who misrepresent² themselves to figure out kids' personal information.

Many districts have blocked students from accessing, or using, social networking sites from school computers, and some have suspended students for posting harmful material on those sites from their home computers. Nearly two-thirds of U.S. kids have computers in their homes, according to the U.S. Census Bureau.

"It is important to keep in mind that just blocking access to social Web sites at school is not the end of the story," warns NSBA executive director Anne Bryant. "Most of the misuse of these sites takes place at home but still affects the classroom."

Some educators aren't as quick to pull the plug on social networking. They say the main problem with sites like MySpace is that students don't understand the dangers involved in using them. "Many students are posting personal information about themselves without regard to who has access to that information," Jim Hirsch, a technology official at the Plano Independent School District in Plano, Texas, told *WR News*. "Schools should focus on educating their students and their parents on how to be safe online."

Experts argue that too many schools are banning social networking Web sites without thinking about their educational benefits. "Social networking Web sites can help connect students in the United States to their peers in other countries, providing invaluable lessons in foreign cultures," explains Hirsch.

Stay Safe Online

Online safety experts offer these tips:

1. Guard private information. Don't give out your passwords or private information, such as your address, phone number, or school name.
2. Be responsible. Don't agree to meet someone you've chatted with online without your parents' permission. People online might not be who they say they are.
3. Stop, block, and tell. Don't answer a threatening message; block the person who sent you the offensive message, then tell a trusted adult.

¹ networking: to connect with people who share similar interests or hobbies

² misrepresent: to give a false or misleading idea of someone or something

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1. The main purpose of this article is to: **ELACC6RI6**
 - A. persuade schools to crack down on My Space users.
 - B. provide information about the problems associated with social networking.
 - C. tell a story about a problem encountered on My Space and other networking sites.
 - D. persuade students and schools to be safe and use social networking sites responsibly.**

2. Which of the following statements from the passage is a fact? **ELACC6RI8**
 - A. Libraries should not allow social networking sites on their computers.
 - B. MySpace is adding about 250,000 users each week.**
 - C. All teachers hate social networking sites.
 - D. Using social networking sites affects students only at home

3. Which of the following is an opinion about networking web sites? **ELACC6RI8**
 - A. The educational value outweighs the dangers.**
 - B. A safety tip is to never give out personal information.
 - C. It is possible for students to post harmful material on the web.
 - D. Schools can block access to the sites.

4. According to NSBA director Ann Bryant, although most misuse occurs at home, **ELACC6RI1**
 - A. schools should teach students how to be safe online.
 - B. it is educational for U.S. students to network with foreign peers.
 - C. it matters who gets your information.
 - D. it can still affect what happens in the classroom.**

5. Which of the following statements from the “Stay Safe Online” section of the passage is a fact? **ELACC6RI8**
 - A. If you use social networking sites, you will get in trouble.
 - B. All schools should block social networking sites.
 - C. People online might not be who they say they are.**
 - D. Students should not use MySpace, because it is not educational.

6. Read the second paragraph. The primary persuasive technique used in this paragraph is: **ELACC6RI8**
 - A. Statistics**
 - B. Name-calling
 - C. Expert opinion
 - D. Bandwagon

7. Read the following sentence from paragraph 3.

In a recent survey, nearly 36 percent of school administrators told the National School Board Association (NSBA) that social networking sites disrupted learning in their districts.

The meaning of the underlined word is: **ELACC6RI4**
 - A. assisted
 - B. caused
 - C. disrespected
 - D. interrupted**