

Lesson Title: Youth Propaganda: Mao vs. FDR

Country: China

Class: History (American)

Grade level(s): Grade 11

Goals and Objectives:

The student will be able to:

- Analyze primary sources.
- Classify types of propaganda from a speech by either FDR or Mao.
- Compare the use of propaganda in each speech.

Time required/class periods needed:

One class period

Primary source bibliography:

“The Orientation of the Youth Movement” speech given May 4, 1939, by Mao Zedong
http://www.marxists.org/reference/archive/mao/selected-works/volume-2/mswv2_14.htm

“A Radio Address to the Young Democratic Clubs of America” speech given August 24, 1935, by FDR <http://newdeal.feri.org/speeches/1935f.htm>

Other resources used:

“Propaganda Critic”

<http://www.propagandacritic.com/>

Required materials/supplies:

- Copies of the speeches: “The Orientation of the Youth Movement” and “A Radio Address to the Youth Democratic Clubs of America”
- Propaganda Matrix (attached below)
- Writing utensil
- Notebook paper

Vocabulary:

Defined on the propaganda matrix, or visit the Propaganda Critic website

<http://www.propagandacritic.com/>.

Procedure

1. Bellringer = Discuss what is propaganda?
2. Activity = Hand out the Propaganda Matrix and discuss the different types of propaganda. After reviewing the types of propaganda, split the class in two and further split those groups into pairs. One half will read Mao's speech and the other half will read FDR's speech. With their partners they will identify the propaganda used: Not all types of propaganda identified in the matrix will be used so all boxes will not be filled. Partners will then complete the APPARTS strategy at the bottom.
3. Once both sides are done, they will find a partner in the other group and compare their responses taking notes about the other side's speech and propaganda use.
4. Have a class debate about speech was more convincing and why.

Assessment/evaluation

Students' assignment will be to write an essay that answers the question: *Whose speech was more convincing and why?* They must include evidence from both documents and cite their evidence. This should be at least a paragraph long but not more than a page.

Name _____

Propaganda Matrix

Types of Propaganda	Examples
Bandwagon: a persuasive technique that puts forth the idea that everyone is doing something or supporting a person or cause and so should you	
Testimonial: can be used as a persuasive technique using a famous spokesperson to endorse a product or service	
Plain Folks: attempting to convince an audience that they and their ideas are “of the people”	
Transfer: transferring the reputation of “science,” “medicine,” or religion to a project or set of beliefs, such as “visit the Halls of medicine” for cough drops	
Fear: creating fear in an audience by claiming – even if only by implication – that if they do not follow a certain course of action, disaster will ensue	
Logical Fallacies: drawing conclusions or making predictions based on few (or no) facts	
Glittering Generalities: persuasive technique that uses somewhat meaningless positive words or phrases with a “feel-good” quality to leave a nice impression without making any guarantee, example- soap that makes you feel “morning fresh”	
Name Calling: links a person or idea to a negative symbol, like “commie” or “radical”	
Statistics: a persuasive technique using numeric evidence to support a point; example – 4 out of 5 dentist report...	

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Once your group has picked out propaganda from the speech, begin working on the APPARTS strategy as a group.

1. Author:
2. Place and Time:
3. Prior Knowledge:
4. Audience:
5. Reason:
6. The Main Idea:
7. Significance: