**Teacher Page**

This lesson plan will assist teachers in guiding students through the Propaganda WebQuest.

**Purpose:** The Propaganda WebQuest was designed to help students to view the commercial world around them with a more critical eye. Its primary function is to focus students on the varied techniques employed by advertisers in order to sway public opinion. The culminating activity of creating an illustrative advertisement employing one of the techniques introduced will further synthesize the students perception of advertising tactics. Propaganda, in this case, is primarily focused on advertising. There is some background information that includes historical governmental propaganda techniques and posters, but the primary focus of this activity is to steer the students toward the marketing that is before them every day.

**Rationale:** It is important for all consumers to be aware of mass marketing and the role it plays in our society.

**Learner Description:** This WebQuest was designed for middle to high school students.

**Prerequisites:** While there are tutorials in both Power Point and InDesign, it is important for students who use this WebQuest to be familiar with both programs before initiating this WebQuest.

**Instructional Objectives:** As a result of completing this WebQuest the learner will

* understand current issues associated with advertising propaganda;
* understand the history of propaganda;
* understand that propaganda is used solely to sway public opinion;
* be able to outline at least ten techniques used in advertising propaganda;
* synthesize the key ideas associated with propaganda into a final advertisement mock up.