

The Abolitionists and their Propaganda

Lesson 1

Image Analysis and Creation

Objective:

By analyzing broadsides, tickets, banners, photographs and other artifacts created in support of abolition, students will increase their knowledge of the abolitionist movement and the use of propaganda tools.

Lesson plan:




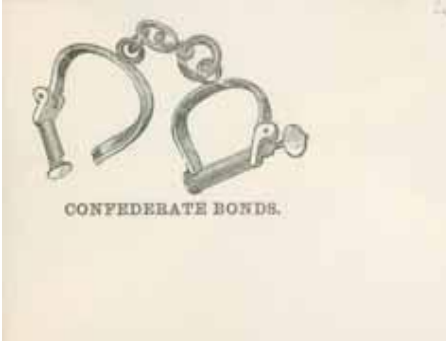
1. Introduce students to types of propaganda
2. Review historical context of abolitionist images
3. Students complete image analysis sheet
4. Review student work as a class
5. Students create an artifact in support of abolition that uses one of the propaganda types.


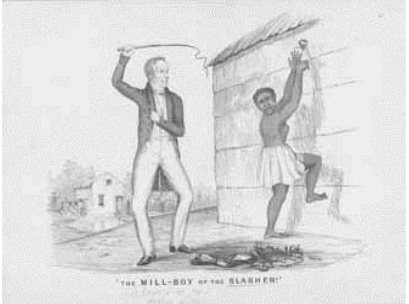


For additional images, or historical background, visit the *Images of the Antislavery Movement in Massachusetts* section of the Massachusetts Historical Society website. (<http://www.masshist.org/online/abolition/>)

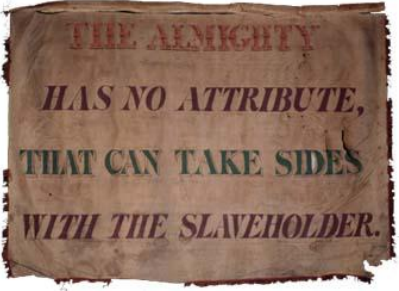
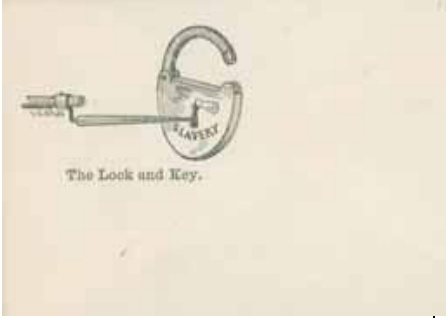

Propaganda Techniques

Although historians have identified several different types of propaganda techniques, these are some of the most common:

1. **Bandwagon:** This technique attempts to encourage the acceptance of an idea in order to join the crowd. It plays on peoples' desire to fit in and not be left out - peer pressure.
2. **Euphemism:** Downplaying the negative aspects of a person or idea by using words that are bland or neutral. This technique attempts to gain acceptance for something unpalatable by packaging it in a less objectionable form.
3. **Fear:** This technique plays on peoples' fear and discourages critical thinking by saying that something horrible will happen if specific actions aren't taken.
4. **Glittering Generalities:** Linking the idea to words associated with virtue (liberty, democracy, good). , The virtue words may be understood differently by different people, so this technique avoids defining the words so that people will accept the connection without probing deeper.
5. **Name Calling:** This technique connects a person or an idea with words that evoke fear or hatred in the viewer. It hopes that people will reject the person or idea based on the negative connection and not investigate further.
6. **Testimonial:** The use of well known, respected people to endorse a product or service that they are not qualified to recommend.
7. **Transfer:** The act of relating the importance, power or approval of something or someone we respect with a person or an idea. Symbols (Santa Claus, the Red Cross) are frequently used in this technique.

MHS Image	Type(s) of propaganda	Comments, Questions Raised
 <p>Engraving by P. Beckers <i>London: Bayly, Nichols & Co. 1807</i></p> <p>http://www.masshist.org/database/1681</p>		
 <p>THIS IS THE LORD'S DOING</p> <p>SLAVERY ABOLISHED IN THE BRITISH WEST INDIES AUGUST 1st 1854. LAUS DEO.</p> <p>http://www.masshist.org/database/1685</p>		
 <p>GREAT IS TRUTH! GREAT IS LIBERTY! GREAT IS HUMANITY! AND THEY MUST & WILL PREVAIL!</p> <p>http://www.masshist.org/database/1695</p>		
 <p>CONFEDERATE BONDS.</p> <p>http://www.masshist.org/database/1604</p>		

MHS Image	Type(s) of Propaganda	Comments, Questions Raised
 <p data-bbox="94 466 500 499">http://www.masshist.org/database/1693</p>		
 <p data-bbox="94 873 500 907">http://www.masshist.org/database/1680</p>		
 <p data-bbox="94 1432 500 1465">http://www.masshist.org/database/1691</p>		
 <p data-bbox="94 1827 500 1860">http://www.masshist.org/database/1645</p>		

MHS Image	Type(s) of Propaganda	Comments, Questions Raised
 <p data-bbox="94 468 498 499">http://www.masshist.org/database/1669</p>		
 <p data-bbox="94 884 498 915">http://www.masshist.org/database/1609</p>		
 <p data-bbox="94 1304 498 1335">http://www.masshist.org/database/1660</p>		