

# TYPES OF PROPAGANDA

***educational*** – the primary purpose is to inform (or, in some cases, misinform) the viewer/reader/listener

*example:* Poster with the message “AIDS is transmitted through exposure to bodily fluids.”

***emotional*** – the primary purpose is to elicit an emotional reaction from the viewer/reader/listener

***example:* photograph of a person in the last stages of dying from AIDS**

***persuasive* – the primary purpose is to convince the viewer/reader/listener of a particular point of view**

***example:* advertisement advocating teaching abstinence in schools as the most effective way to combat the spread of AIDS**