

PROPAGANDA TECHNIQUES

- Appeal to Authority:** Appeals to an authority to support a position, idea, argument, or course of action. Example: *LeBron James trusts his feet to only one shoe when he is playing ball: Nike.*
- Bandwagon:** This promotes an "everyone else is doing it, you should too" appeal. *Four out of five Americans use this toothpaste. Shouldn't you?*
- Glittering Generalities:** Use of intensely emotionally appealing words so closely associated with highly valued concepts and beliefs that they carry conviction without supporting information or reason. *If you love our country, you will buy this product.*
- Time Crunch:** Creating the impression that your action is required immediately or your opportunity will be lost forever. *This offer is only good for the first one hundred callers!*
- Plain Folks:** Using people just like you and me to state a case. *If you have dandruff like I do, you'll want to use this shampoo! It worked for me!*
- Red Herring:** Highlighting a minor detail as a way to draw attention away from more important details or issues. *Order this oven now, and we'll throw in a free cutlery set.*
- Transfer:** Linking a known personal goal or ideal with a product or cause in order to transfer the audience's positive feelings to the product or cause. *For every dollar spent on our product, we will donate five percent to the American Cancer Society.*
- Snob Appeal:** Associating the product with successful and admired people to give the audience the idea if they buy or support the same things, they may also have "what it takes." *Buy a BMW: the Ultimate Driving Machine.*
- Testimonial:** Using the testimony or statement of someone to persuade you to think or act as he or she does. *Bob Dole uses Viagra. You should too.*
- Prestige Identification:** Showing a well-known person with the object, person, or cause in order to increase the audience's impression of the importance or prestige of the object, person, or cause. *Cindy Crawford only wears Rolex watches.*
- Flag Waving:** Connecting the person, product, or cause with patriotism. *Chevrolet—as American as apple pie!*
- Card Stacking:** Telling one side of the story as though there is no opposing view. *There is simply no better vacuum cleaner on the market!*
- Obtain Disapproval:** Getting the audience to disapprove of an action or idea by suggesting the idea is popular with groups hated, feared, or held in contempt by the target audience. *Why would you vote for this candidate? He has accepted donations from the tobacco industry.*
- Vagueness:** Statements that are generally vague so that the audience may supply its own interpretations. *Everything in the store is marked off up to 70%.*
- Fear:** Appealing to a person's desire to fit in with the crowd. *Are you sure your deodorant is providing you with enough protection?*