

Propaganda Techniques

Persuasive devices frequently found in advertising and political campaigning.

Propaganda is an organized program of publicity, or selected information, used to spread and gain acceptance of a belief, practice or ideology

Name Calling: — Using a derogatory term to create a negative emotional attitude for an individual or thing

ex. You don't want a polluting, gas-guzzling automobile! Buy a Footpusher car today instead!

Only a bonehead would eat Blatso Bread, try Saudust Snacks instead!

Glittering Generality— Using a bit of the truth as a base for a sweeping generalization.

ex. Her outdoor experience in Scouts makes her the ideal person to decide whether to cut the trees down in Woodsy Park.

Many deadly viruses are found in dirty places. Make sure that your bedroom is kept clean.

Card Stacking: — Telling the facts for one side only.

ex. This change to the school day means that students will receive more training and have increased instruction. The result will be that students will be better prepared for the job market. (It isn't mentioned that students will have to attend school for 12 hours in a day and that 6 to 12 year old students aren't really in the job market)

Testimonials: — Using the testimony (statement of beliefs) of someone to persuade you to think as they do.

ex. I would never have believed that there was such a difference in hair colour products. Then I tried Neeonhair. My hair never looked so shimmery!

Prestige Identification: — Using a famous person to lend importance or prestige to a product.

ex. Michael Jordan for Nike, famous models for makeup etc.

Bandwagon: — Using the argument that everyone's doing it, so should you.

ex. Two million Canadians can't be wrong. Buy Flamo socks today!

Red herring: — Highlighting a minor detail as a way to draw attention from the important issue.

ex. Never-ware frying pans will look beautiful on your shelf for generations! (No mention that food burns very easily in them)

Exigency: — Creating the impression that your action is required immediately, or the opportunity will be lost forever.

ex. For a short time only! This limited signed edition is being offered only once! Order yours now before supplies run out!

Transfer: — Attempting to have you transfer feeling about one thing to another thing.

ex: Make your home a showplace. Get Inviso-carpets and be proud of your home!

Snob appeal: — Trying to persuade by making you feel your one of the elite (distinguished of those thought to be the best.) if you think one way or buy brand X

ex: Live a life of elegance and charm, buy Toucan Tea. Limited edition, available to club members only!