

PROPAGANDA TECHNIQUES

Bandwagon - Giving the impression that everyone is supporting this issue, or voting this way, and so should you if you want to be like everyone else.

Glittering Generalities - Associating positive symbols, slogans and vague phrases with an idea or person.

Testimonial-Getting some well-known person to endorse an idea or candidate in an attempt to get a favorable reaction from you.

Transfer - Shifting the attraction of strong positive symbols on the repulsion of strong negative symbols to some person, group or idea for which they were not intended.

Plain Folks - Pretending to be “just one of the folks.” Sometimes voters are convinced of the worth of a candidate because that candidate acts “folksy” by using simple English, kissing babies or posing with a fishing rod in their hand.

Name Calling - Using labels or attaching a negative symbol to some one or some thing instead of discussing the facts.

Cardstacking - Presenting only one side of a situation or using only part of the facts.