PROPAGANDA TECHNIQUES

* **NAME CALLING** – links a person, or idea, to a negative symbol. Examples: commie, fascist, yuppie
* **GLITTERING GENERALITIES** – use of virtue words; the opposite of name calling, i.e., links a

person, or idea, to a positive symbol. Examples: democracy, patriotism, family

*The next two are ways of making false connections:*

* **TRANSFER** – a device by which the propagandist links the authority or prestige of something well respected and revered, such as church or nation, to something he would have us accept. Example: a political activist closes her speech with a prayer
* **TESTIMONIAL** – a public figure or a celebrity promotes or endorses a product, a policy, or a political candidate. Examples: an athlete appears on the Wheaties box; an actor speaks at a political rally

*The following three constitute special appeals:*

* **PLAIN FOLKS** – attempt to convince the audience that a prominent person and his ideas are “of

the people.” Examples: a prominent politician eats at McDonald’s; an actress is photographed shopping for groceries

* **BANDWAGON** – makes the appeal that “everyone else is doing it, and so should you.” Examples: an ad states that “everyone is rushing down to their Ford dealer”
* **FEAR** – plays on deep-seated fears; warns the audience that disaster will result if they do not follow a particular course of action. Example: an insurance company pamphlet includes pictures of houses destroyed floods, followed up by details about home-owners’ insurance.

*The next two are types of logical fallacies:*

* **BAD LOGIC** – an illogical message is not necessarily propagandistic; it can be just a logical mistake; it is propaganda if logic is manipulated deliberately to promote a cause. Example: Senator X wants to regulate the power industry. All Communist governments regulate their power industries. Senator X is a Communist.
* **UNWARRANTED EXTRAPOLATION** – making huge predictions about the future on the basis
* of a few small facts. Example: If Congress passes legislation limiting the availability of automatic weapons, America will slide down a slippery slope which will ultimately result in the banning of all guns, the destruction of the Constitution, and a totalitarian police state.