

# Propaganda/Persuasion Techniques

Fear— Message: If you don't, something bad will happen. Images, too: destruction, despair.

Bandwagon— Message: Everyone else is, you should, too. Be on the winning side.

Buzz Words— Certain words convey an image or feeling. Use of these words can "bring home" a message.  
Examples: "New" "Improved" "America" "Freedom" "Eco-friendly"

Testimonials/Famous Person— Associate an idea with a beloved/popular/respected person (e.g., athlete, astronaut, celebrity, popular politician).

Cardstacking— Saying only the good things about a course of action, not the negative possibilities

Glittering Generalities— Similar to Buzz Words, these are words/concepts that everyone likes so by using them with a course of action, that course of actions will be appealing. Examples: honor, glory, love of country, defense of democracy, freedom, etc.

Name-Calling— Use of derogatory language or words that carry a negative connotation when describing an enemy in an attempt to arouse prejudice among the public by labeling the target something that the public dislikes. Often, name calling is employed using sarcasm and ridicule.

Positive Symbols— The images used on a poster to carry home a message (ex: flag, sunshine, mountains, star, man in uniform, etc.)

Pinpointing the Enemy— Presenting one specific group or person as the enemy. Although there may be other factors involved, the subject is urged to simply view the situation in terms of clear-cut right and wrong.

Plain/Regular Folks— Views expressed reflect the common person and benefit the common person. Use of common language, expressions, limited (uneducated) vocabulary, jokes, or props (e.g. eating at McDonald's). Convey sincerity.

Repetition— A key word or phrase is repeated several times

Appeal to Experts— "Scientists," "Doctors," "Researchers" say...

Snob Appeal— If you want to see yourself as a certain way (patriotic, helpful, wealthy, a good mother, etc.), you'll do this

Exaggeration— Make what could happen worse (or better) than is really likely

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Pathos: emotional appeal

Logos: use of logic, statistics

Ethos: gaining trust

Sources: <http://library.thinkquest.org/C0111500/proptech.htm>