

Types of Propaganda

1. _____ (also known as Stereotyping): The use of names or labels that evoke fear or hatred in the viewer. The name-calling technique links a person, or idea, to a negative symbol. The most obvious type of name calling involved “bad names.”
2. Glittering _____ (Virtues, Values, Morals): The act of referring to words or ideas that evoke a positive emotional response from an audience. Virtue words are often used. Glittering generalities are intensely emotionally appealing words so closely associated with highly valued concepts and beliefs that they carry conviction without supporting information or reason.
3. _____ (often Celebrity Endorsement): The use of well-known, respected people to endorse a product or service. Testimonial places the official sanction of a respected person or authority on a product. This is done in an effort to cause the target audience to identify itself with the authority or to accept the authority’s opinions and beliefs as its own.
4. _____ (also known as Association): The act of relating something or someone we like or respect with a product. Symbols are constantly used in this form of propaganda. Common Symbols: the flag represents the nation. Uncle Sam represents a consensus of public opinion. A cross represents Christianity.
5. _____: This technique attempts to persuade the target audience to take a course of action “everyone else is taking.” “Join the crowd.” This technique reinforces people’s natural desire to be on the winning side. The basic idea behind the bandwagon approach is just that, “getting on the bandwagon.” The propagandist puts forth the idea that everyone is doing something, or everyone supports this person/cause, so you should too.
6. _____ (or, the Common Man): The use of everyday people to sell a product or service. Speakers and ads appear to make the person to be “one of the people.” Designed to win the confidence of the audience by communicating in the common manner and style of the audience.
7. Card Stacking (or, “Sometimes it’s Just a _____”): The strategy of showing the product’s best features, telling half-truths, and omitting or lying about its potential problems.