**Propaganda Techniques**

**Propaganda: Techniques that are used to influence emotions, options, attitudes and behaviors.**

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| **Propaganda Technique** | **Explanation** | **Example** |
| **Name Calling** | Links a person, or idea to a negative symbol | In a campaign speech to a logging company, the Congressman referred to this environmentally conscious opponent as a “tree hugger”.  |
| **Glittering Generalities** | Use of virtue words is used to stir up favorable emotions. These words can mean different things to different people. Words used often: democracy, liberty, rights.  | On a campaign poster it shows a women canning food and supporting rationing. It is “patriotic” to do these things is listed underneath the picture. (It is a glittering generality because patriotic means different things to different people) |
| **Transfer**  | Transfer employs the use of symbols, quotes, or images of famous people to convey a message not necessarily associated with them. The technique tries to persuade through using something people respect.  | A propaganda poster that is trying to halt the construction of a highway through a natural habitat may use a “scientist” in a white lab coat to explain the dramatic consequences that this highway would have on the environment.  |
| **Bandwagon** | Makes the appeal that everyone else is doing it and that you do not want to be left out.  | Everyone in Clewelltown is supporting Kevin James for Mayor. Shouldn’t you be a part of this winning team? |
| **Testimonial** | The use of a public figure or celebrity to endorse the message.  | On a campaign sign “Sammy the Slugger” is endorsing Kevin James for Mayor. Sammy is well respected by the community and will most likely gain Kevin James votes.  |
| **Fear** | Deep-seeded fears are used to warn the audience of the result if a particular course of action is not taken.  | The citizens for Retired Rights presents an ad that shows an elderly couple living in poverty because their social security was cut drastically by Republicans in Congress. The solution? The CRR urges you to Vote for Democrats in the next election. |
| **Plain Folks** | The person or cause is identified with common people from every day. This attempts to make the person. | After a morning speech to wealthy Democratic donors, Kevin James stops by a McDonalds for a burger, fries and a photo-op.  |