

Propaganda Techniques Used to Persuade: Notes

What is propaganda?

- A message designed to _____ its intended audience to _____, _____, or _____ in a certain manner.
- Sometimes false or misleading, propaganda is often used by _____ & _____ outlets to _____.

1. Bandwagon: _____

Example: _____

2. Transfer: _____

Example: _____

3. Testimonial: _____

Example: _____

4. Glittering generalities: _____

Example: _____

5. Name-calling: _____

Example: _____

6. Plain folks: _____

Example: _____

7. Card stacking: _____

Example: _____

8. Fear: _____

Example: _____

9. Repetition: _____

Example: _____

10. Emotional appeal: _____

Example: _____

Who uses propaganda?

Where else OR who else have you seen/heard use propaganda?