Propaganda Techniques

Propaganda Techniques: What Are They?

- Propaganda Techniques are used to influence people to believe, buy, or do something.
- The purpose is to persuade.
- It appeals to emotion and not intellect.

- There are 12 types you need to know and recognize…

Bandwagon

- Persuades by claiming the product is popular or because "everyone" is doing it.

- Examples:
  - "All the really cool people wear North Face jackets."
  - "Get your copy before they run out."

- http://www.youtube.com/watch?v=wj5UyZKo2iE

Testimonial

- Persuades by using a famous person to endorse a product or idea (like a celebrity).

- Examples:
  - Michael Jordan advertising Hanes.
  - "I'm Troy Polamalu, and I use Head & Shoulders on my long beautiful hair!"

Red Herring

- Persuades by sidetracking the discussion and making people forget what they were initially talking about.

- Examples
  - "I know I'm failing math class, but look at the score on my English essay!"
  - "Your in debt, but this is the best time to take advantage of the housing market. It is at an all-time low."

Emotional Appeal

- Persuades by using words or images that appeal to the audience's emotions instead of intelligence.
- Examples:
  - Commercials for animal abuse donations that show sad puppies and cats.
  - Commercials showing people enjoying themselves while using a product.
  - http://www.youtube.com/watch?v=MBhIRKuyOOQ

Snob Appeal

- Persuades by claiming the product is better than others or is ahead of its time.

http://www.youtube.com/watch?v=-qz9i5Yalu8

- Examples:
  - "The Ultimate Driving Machine."

Plain Folks

- Persuades by identifying a product with everyday people.
- Examples:
  - "Like a good neighbor, State Farm is there."
  - http://www.youtube.com/watch?v=-mE7xFD

Patriotism

- Persuades by claiming the product will show your love for your country or will help your country.

- Examples:
  - "Built American Tough."
  - "An American Revolution"
  - http://www.youtube.com/watc

Appeal to Numbers, Facts, Statistics

- Persuades by showing, well, numbers, facts, and statistics.

- Examples:
  - "9 out of 10 dentists recommend Colgate toothpaste."
  - "McDonalds: over 100 billion served."
  - http://www.youtube.com/watc

Sweeping Generalization

- Persuades by claiming that the product works for one person so it will work for you.

- Examples:
  - Jared from Subway losing weight by eating Subway.
  - Before and after pictures.

Slogan

- Persuades by using a catchy phrase that is easy to remember or has emotion.

- Examples:
  - "I'm Lovin' It."
  - "There is Strong, Then There is Army Strong."

Repetition

- Persuades by repeating the message over and over again.

- Examples:
  - "Call 391-2101, that's 391-2101."
  - "Remember, there's no fee unless we get money for you."

Circular Argument

- Persuades by giving a statement or conclusion as an answer, and only restating an old argument rather than proving.

  - Examples: **"You can't give me a C. I'm an A student!"**