

Types of Propaganda

Techniques commonly used to influence you

Testimonial	_____ people say they _____ you or your _____. The law _____ that the endorsement reflect your _____ opinion.
Bandwagon	This technique tries to _____ you that “_____” else is either buying the product or supporting the candidate. _____ pressure factor. If you don’t go along, what will others _____ of you?
Name Calling	_____ label or _____ to harm a person, group or product. This technique is often used in _____ ads.
Glittering Generalities	Using _____ words and phrases that sound good but have _____ meaning. In political ads phrases like “_____” or “_____” spark positive images that people identify with.
Plain Folk Appeal	Used by _____ in an attempt to make the _____ look just like “_____” or just like you and me.
Card Stacking	Uses _____ or _____ which only _____ one side of an argument. _____ for oil will _____ the _____ Animals will lose their _____. Oil _____ are just around the corner.

Be Aware

_____ techniques work when you are not aware that you are being _____.

Being _____ is the best way to know whether you are really making the best _____

_____ no matter if you’re choosing the best burger or the best _____

Use at least **two** of the techniques described in today's activity to design a campaign poster for a candidate for president.

You may use a current candidate or make one up. AT the bottom of the poster, **identify** which technique you are using. Color your poster.

