

Propaganda

Techniques and Uses



Propaganda

- Definition

- techniques used to influence opinions, emotions, attitudes or behavior

- Purpose:

- to benefit the sponsor
- to persuade

- Appeals to the emotions, not the intellect

Characteristics of Propaganda

- Claims “superiority” in order to sell product
- Weasel Words - modifiers that look substantial, but are meaningless
 - Examples: tackles, comforts, refreshes, fights, etc.
- Makes audience believe in something or want to do something

Propaganda Techniques

- Bandwagon
- Testimonial
- Snob Appeal
- Plain Folks
- Patriotism
- Evidence Claims
- Glittering Generalities
- Transfer
- Slogan
- Wit and Humor
- Rewards
- Name-Calling

Bandwagon

- Persuasive technique that invites you to join the crowd
 - “Everybody’s doing it!”



Testimonial

- Statement endorsing an idea/product by a prominent person
- Celebrities like musical artists, sports stars, and actors/actresses often give testimonials



Snob Appeal

- Aims to flatter
- Implies that the product or idea is better than others, making those who use it or agree better as well



Plain Folks

- Opposite of Snob Appeal
- Identifies product/idea with a locality or country
- Practical product for ordinary people



Patriotism

- Purchase will display love of country
- Person will financially help the country



Evidence Claims



- Facts and Figures – statistics to prove superiority
- Magic Ingredients – suggests some miraculous discovery makes product exceptionally effective
- Hidden Fears – suggests that user is safe from some danger

Glittering Generalities

- Statement jumps from a few cases to all
- “Glittering” because it’s falsely attractive
- Often used by politicians

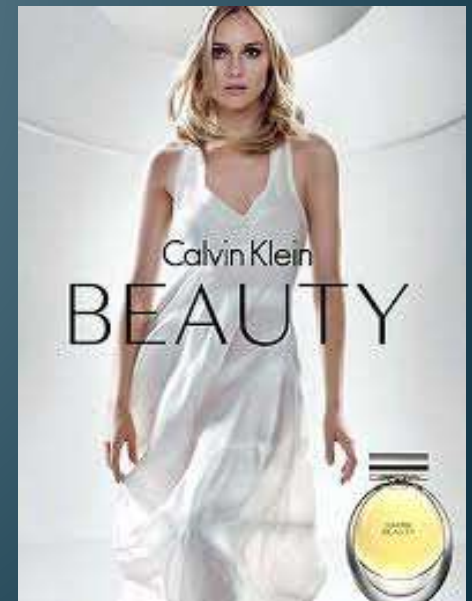


Transfer

- Positive feelings or desires are connected to a product and user
- Transfers positive feelings we have of something we know to something we don't

Examples:

- **Sex Appeal:** using the product will make you more attractive
- **Love/Popularity:** using the product will make people like you
- **Fame:** using the product will get you attention
- **Wealth:** using the product will make you look rich
- **Power:** using the product will give you power over others



Slogan



- A catchword or phrase loaded with emotion
- Often sells through repetition
- Clever and easy to remember
- Stays with you a long time
- Often a melody you already know

Wit and Humor

- Distracts audience and gives a reason to laugh often through the use of clever visuals and/or language



Rewards

- Bonus awarded to consumer for purchase
- Examples:
 - Toys
 - Gimmicks
 - Rebates
 - Free payment



A \$25 REWARD CARD IS JUST THE BEGINNING

Refer a friend to switch to Sprint and you'll each get a \$25 reward card. And at \$25 per friend, you can refer as many as 20 friends – meaning up to \$500 annually in rewards just for you.

GET STARTED

Requires new 2-yr agmt/activation per line. Restrictions apply.



Name-Calling

- A way of smearing an opponent
- Intention is to damage opponent
- It also makes others suspicious of the opponent
- Used by politicians and product companies

