

Propaganda: Purposely and Systematically Promoting the Interests of a group... These techniques are designed to fool us because they appeal to our emotions rather than our reason.

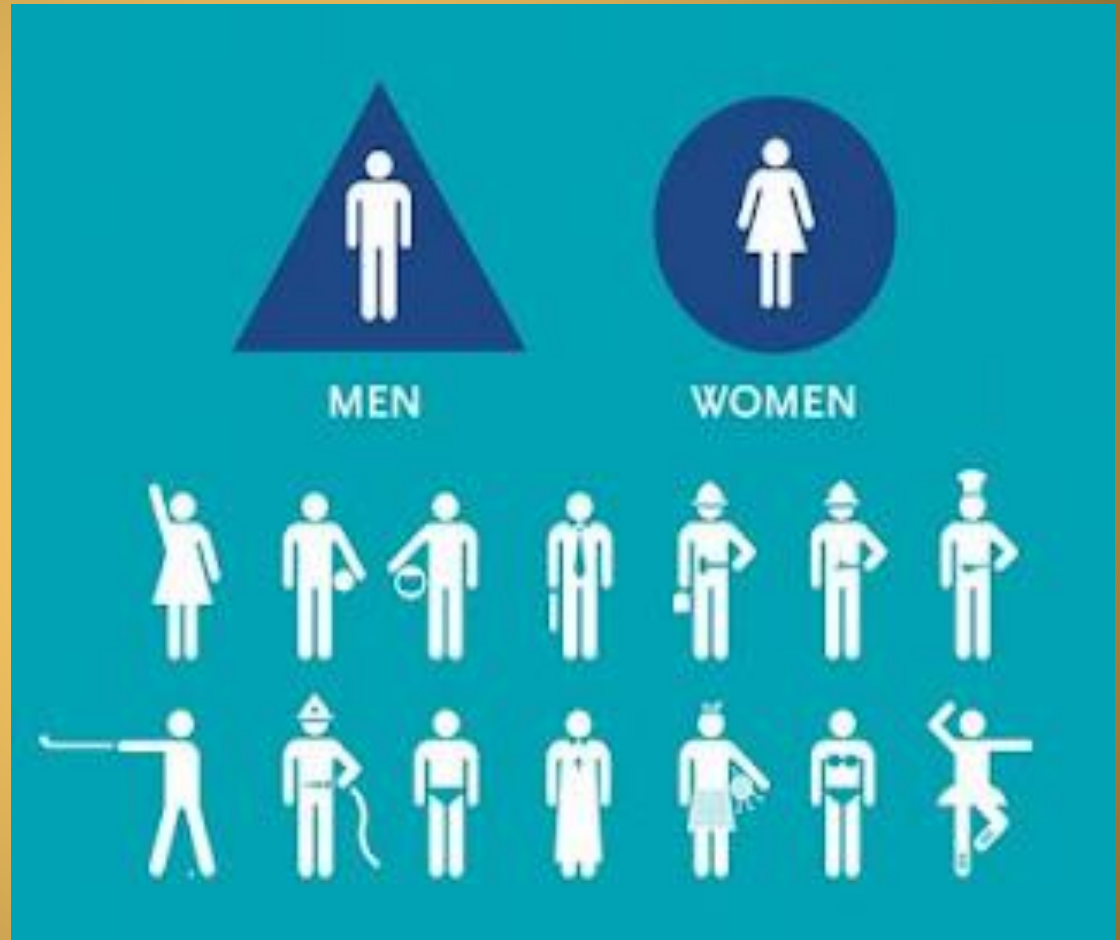
# Bandwagon

- Persuade everyone to join in and do the same thing.



# Simplification (Stereotyping)

- reducing a complex situation to a clear-cut choice involving good and evil.



# Assertion

- An enthusiastic or energetic statement presented as a fact, although it is not necessarily true.



*"The time of assertion and counter-assertion is upon us."*

# Testimonial



- An important or famous person endorses an idea.

# Transfer

- Good feelings are transferred to the person for whom the message is intended to win approval.



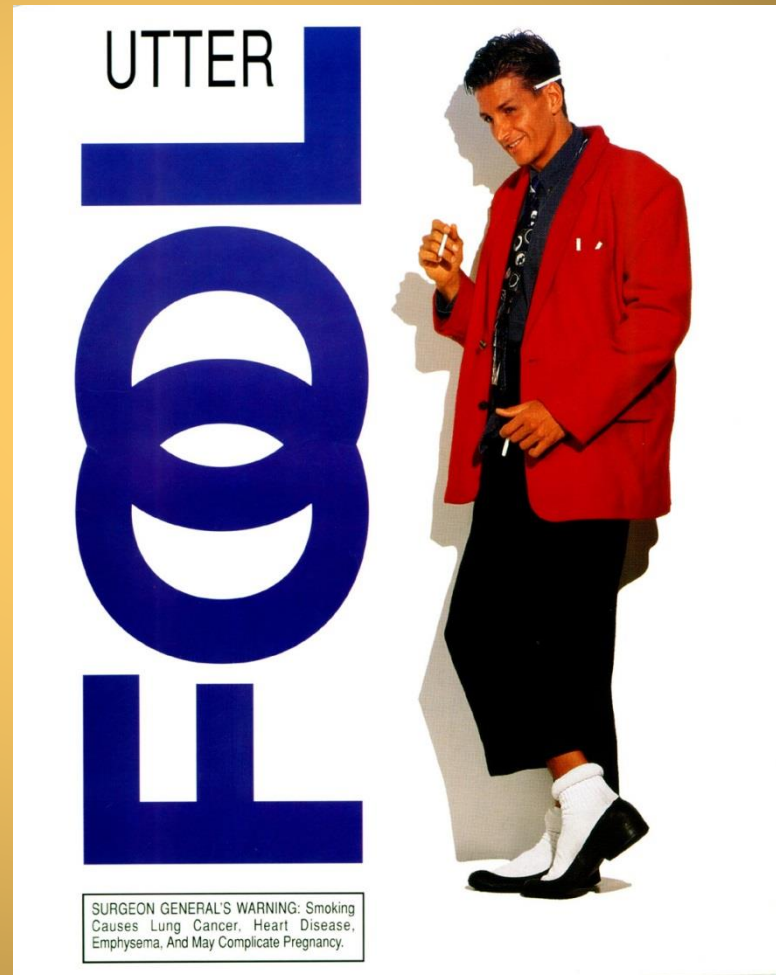
# Repetition



- Keywords are repeated

# Emotional Words/Name Calling

- Words are used, like luxury or economical, to invoke good feelings.
- Negative words are used to create an unfavorable opinion of the “other”.



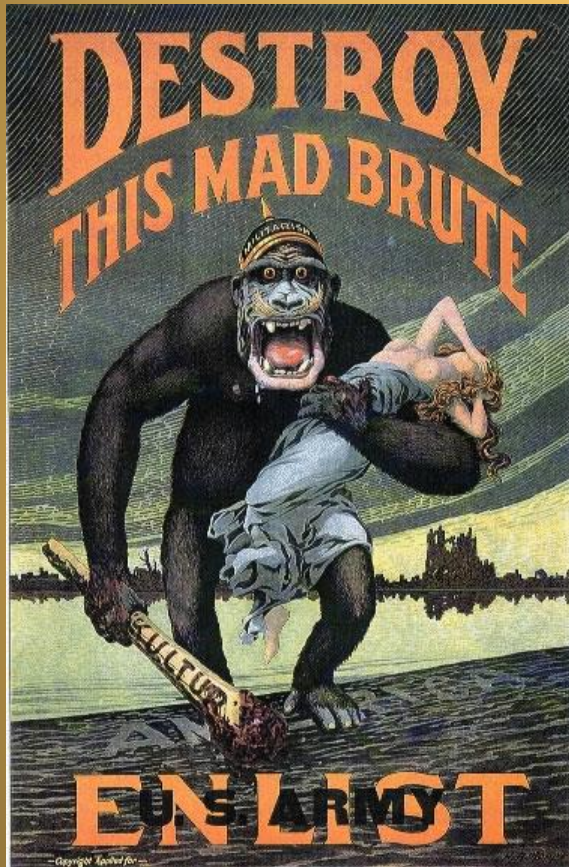


# Plain Folks

- an attempt to convince the public that views reflect those of the common person and that they are also working for the benefit of the common person.



# Pinpointing the Enemy



- An attempt to simplify a complex situation by presenting one specific group or person as the enemy...urged to simply view the situation in terms of clear-cut right and wrong.

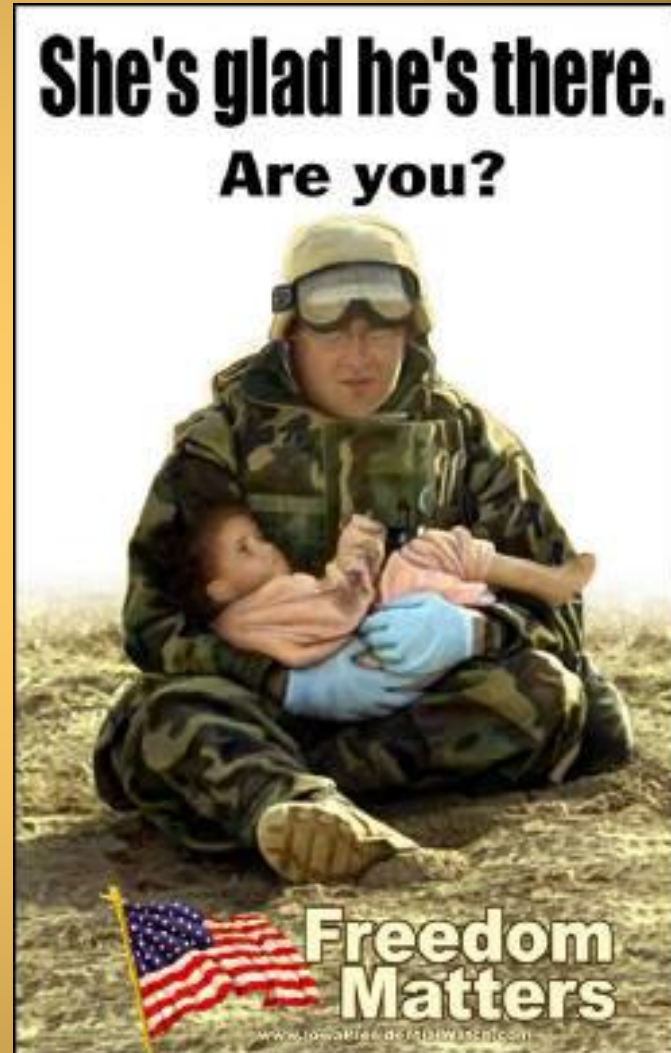
# Faulty Cause and Effect



- Incorrect or false reasoning is used to reach a conclusion.

# Card Stacking

- Using only facts that support your position or damage the position of the “other”.
- Or, perhaps, no proof at all is offered.



# Deification



**When an idea is made to appear holy, sacred, or very special and therefore above all law. Any alternative or opposite points of view are thereby given the appearance of treason or blasphemy.**

# Glittering Generalities



- Using vague, sweeping statements, such as slogans, that really say little or nothing at all.

**LINCOLN**  
AND  
**JOHNSON**



**GOD**  
**GRANT**  
THEM  
**VICTORY.**

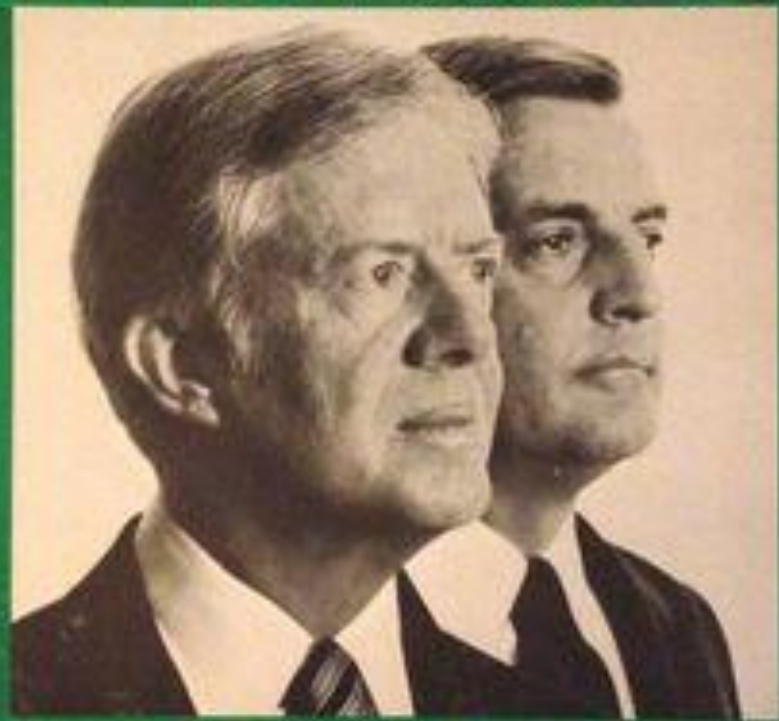
# 1952 I like Ike ad

<https://www.youtube.com/watch?v=YmCDaXeDRI4>



Re-Elect

# Carter Mondale



**A Tested and  
Trustworthy Team.**

**Carter**



**for President**



**"PARDON ME"  
MR FORD**

**IF I VOTE FOR**

***CARTER***



# 1964 Daisy Ad

<https://www.youtube.com/watch?v=dDTBnsqxZ3k>



"What is right has always been called radical  
by those with a stake in things that are wrong."

**VOTE McGOVERN**

# Bush, Sr. Willie Horton Ad

<https://www.youtube.com/watch?v=lo9KMSSEZ0Y>

# 2012 Obama Economy Ad

[https://www.youtube.com/watch?v=\\_MZdS6w3\\_7E](https://www.youtube.com/watch?v=_MZdS6w3_7E)

# 2016 1st Trump Ad

<https://www.youtube.com/watch?v=qa3edsMzHkA>



# Facebook won't take ad down (5:30)

<https://www.youtube.com/watch?v=buWoiB9YjRA>

# Questions you should ask to challenge propaganda...

- What evidence is given?
- Who is being quoted and why?
- Why should we trust the evidence or the person?
- Who paid for what we're watching?
- Are facts omitted or distorted?
- Whose "program" is being promoted?
- Even though others support it, why should I?
- What do the slogans really mean?