Types of Propaganda
Define Propaganda

- The art of persuasion. It is the spreading of ideas, information or rumor for the purpose of helping or injuring an institution, a cause or a person.

- Propaganda is intended to make us accept or approve something without looking closely at the evidence.

- Most of the propaganda devices utilize emotion and avoid critical thinking.
Bandwagon:

- Bandwagon attempts to persuade the target audience to take a course of action "everyone else is taking." "Join the crowd." This technique reinforces people's natural desire to be on the winning side.

- The basic idea behind the bandwagon approach is just that, "getting on the bandwagon." The propagandist puts forth the idea that everyone is doing something, or everyone supports this person/cause, so you should too.

- The bandwagon approach appeals to the conformist in all of us: No one wants to be left out of what is perceived to be a popular trend.

- Examples
  - McDonalds touts that billions have been served.
  - World War II posters encouraged others to buy bonds by showing how many other people had bought one.
Bandwagon

Everyone is doing it, you should too!
Testimonial:

- The use of well-known, respected people to endorse a product or service.

Testimonial places the official sanction of a respected person or authority on a product. This is done in an effort to cause the target audience to identify itself with the authority or to accept the authority's opinions and beliefs as its own.

- In testimonial ads, a person, either a celebrity or a representative of "everyman," praises the product or service. In the case of the everyman approach, the idea is to have consumers relate to the person describing his or her experience with the product of service. If it fills their need, it should fill the consumer's need.

- For celebrity testimonials, the intent is to associate the product or service with a famous person. If the famous person believes the product is acceptable, then the idea is that consumers will believe the product is OK.

- Examples:
  - Jane Russell: "I am delighted with Springboard products and have felt much better since I started using them."
  - Oscar Meyer created an ad for its food products using George Foreman, a recognizable boxer, as the celebrity providing a testimonial for the product. Michael Jordan is the most commonly used sports figure for testimonials.
  - Tiger Woods lends his name to Nike.
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Testimonial

Jerry Rice, one of the game's most elusive players, a 3-time Pro Bowl football player who owns 33 career records and three Super Bowl rings, shares his positive experiences with chiropractic care.

“I am proud to communicate with the American public about the value of chiropractic care. Professional football is a very rough and vigorous sport, and I attribute my longevity and durability to a vigorous exercise program and chiropractic adjustments. Chiropractic gave me the edge to succeed, not only on the gridiron but also in the dance floor.”

He continues to rely on chiropractic adjustments to keep himself healthy and active.

This works for me, it will work for you too.
FEAR

- The idea is to present a dreaded circumstance and usually follow it up with the kind of behavior needed to avoid that horrible event.

- This technique is very popular among political parties.
FEAR

Example: TRUTH – anti-cigarettes campaign
FEAR

- Fear Commercial
Name calling:

- The use of names that evoke fear or hatred in the viewer. The name-calling technique links a person, or idea, to a negative symbol.

- The most obvious type of name calling involved “bad names.” For example:
  - Fascist
  - Pig
  - Yuppie Scum
  - Bum

- A more subtle form of name-calling involves words or phrases that are selected because they possess a negative charge. For example:
  - Social engineering
  - Radical
  - Stingy
  - Counter-culture
Name Calling

- **Examples:**
  - A *poster* that is a play on World War II posters. Communism is equated with downloading MP3s.
  - Bill Gates has also been subject to a little name calling.

- **Ask yourself:**
  - What does the name mean?
  - Does the idea in question have a legitimate connection with the real meaning of the name?
  - Is an idea that serves my best interests being dismissed through giving it a name I don’t like?
  - Leaving the name out of consideration, what are the merits of the idea itself?

- The name-calling technique links a person, or idea, to a negative symbol.
Name Calling
Glittering Generalities

- The act of referring to words or ideas that evoke a positive emotional response from an audience. Emotional appeals are often used.

- Glittering generalities are intensely emotionally appealing words so closely associated with highly valued concepts and beliefs that they carry conviction without supporting information or reason.

- They appeal to such emotions as love of country, home; desire for peace, freedom, glory, honor, etc.

- They ask for approval without examination of the reason. Though the words and phrases are vague and suggest different things to different people, their connotation is always favorable.
Glittering Generalities

Examples:

- Food products will quickly label their foods as low fat hinting that they are more healthy, when, in fact, the product might be high in calories.
- Advertisers will sometimes give an incomplete comparison like “better tasting.” Better tasting than what? Spam? Dirt?
- Cascade claims that their detergent will leave your dishes virtually spotless. In other words, there will be some spots.
- Politicians will associate themselves with concepts which have positive connotations. For example, George W. Bush claimed to have a compassionate conservatism as opposed to more negative reference to the conservative right.
Card Stacking:

- The strategy of showing the best features, telling half-truths, and omitting or lying about potential problems.
- In using this technique, facts are selected and presented which most effectively strengthen and authenticate the point of view of the propagandist. It includes the collection of all available material pertaining to a subject and the Selection of that material which most effectively supports the propaganda line.
- Card stacking, case making, and censorship are all forms of Selection. Success or failure depends on how successful the propagandist is in Selecting facts or "cards and presenting or "stacking" them.
- Example:
  - Drug manufacturers do this frequently in ads in which they skim over the possible harmful side effects of their products. Facts are Selected and presented which most effectively strengthen and authenticate the point of view of the propagandist.
Plain Folks:

- The use of everyday people to sell a product or service. Speakers and ads appear to make the person to be “one of the people.”
- Designed to win the confidence of the audience by communicating in the common manner and style of the audience.
- Propagandists use ordinary language and mannerisms (and clothes in face-to-face and audiovisual communications) in attempting to identify their point of view with that of the average person.
- With the plain folks device, the propagandist can win the confidence of persons who resent or distrust foreign sounding, intellectual speech, words, or mannerisms.
- Examples:
  - America’s recent presidents have all been millionaires, but they have gone to great lengths to present themselves as ordinary citizens.
  - Bill Clinton eats at McDonalds.
  - Ronald Reagan chops wood.
  - Jimmy Carter was an humble peanut farmer.
- Ask yourself:
  - What are his ideas worth when separated from his personality?
  - What could he be trying to cover up with the plain folks approach?
  - What are the facts?
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Just Plain Folks