

# *Propaganda and Persuasive Techniques*

What is it?

What does it do?

# What is propaganda?

- The process of spreading ideas, information, or rumor to help or hurt a known cause, political system, or view
- Ideas, facts, or allegations spread to further one's cause or to damage an opposing cause
- Used in commercials, advertisements, political campaigns, news programs, etc.
- These messages have been carefully designed to influence our opinions, emotions, attitudes and behavior

# Persuasive Technique

- Basically, uses the same methods as propaganda
- Often used in letters, editorials, articles, and newspapers to influence the outcome of a situation or to sway someone to think as the writer does
- Most successful when used with good solid facts to support the argument
- It is always helpful to anticipate what questions will be asked or what opinions will be voiced that are different than yours

# Bias and Stereotypes

## Bias:

- Shows a one-sided view of the product or topic
- Uses words that direct the reader/viewer to feel, act, or believe the way the author does
- Little information is given about other points – of – view

## Stereotype:

- an exaggerated belief, image or distorted truth about a person or group
- a generalization that allows for little or no individual differences or social variation.
- based on images in mass media, or reputations passed on by parents, peers and other members of society.
- can be positive or negative

# Propaganda and Persuasive Techniques

- Propagandists use a variety of propaganda (persuasive) techniques to influence opinions and to avoid the truth.
- Often these techniques rely on some element of censorship or manipulation, either omitting significant information or distorting it.



# Techniques

Name-Calling	<ul style="list-style-type: none"><li>● Names or words used to create a specific feeling, positive or negative, about a person or item without supporting evidence</li></ul>	<ul style="list-style-type: none"><li>● Stereotypes</li><li>● Insults</li><li>● Used with sarcasm in tone of voice</li></ul>
Glittering Generalities	<ul style="list-style-type: none"><li>● Uses positive, lofty language to describe a small thing or idea</li><li>● Make vague or empty promises</li><li>● Doesn't give many details</li></ul>	<ul style="list-style-type: none"><li>● Sounds too good to be true</li><li>● Fantastic promises</li></ul>
Bandwagon	<ul style="list-style-type: none"><li>● Urges others to do what everyone else is or isn't doing</li><li>● Makes you think you will shut out of the 'in crowd' if you don't have this item or do this thing</li></ul>	<ul style="list-style-type: none"><li>● Peer pressure</li><li>● Associates guilt or negative images with not doing what everyone else is doing</li></ul>
Plain-Folks Talk	<p>Connects to the "common people" to gain support</p> <ul style="list-style-type: none"><li>● Uses either people unknown to the general population or someone well-known appearing as a common everyday person</li></ul>	<ul style="list-style-type: none"><li>● Famous people doing ordinary things</li><li>● Well-known person returns to his/her roots</li></ul>

Flag-Waving	<ul style="list-style-type: none"> <li>● Invokes a feeling of patriotism connected to a product, movie, or character</li> <li>● Does not always have to support the US</li> </ul>	<ul style="list-style-type: none"> <li>● Shows support for a certain city, state, or country</li> <li>● School spirit, team spirit</li> </ul>
Testimonial	<ul style="list-style-type: none"> <li>● Person speaking is well-known within the community</li> <li>● May be positive or negative</li> <li>● A first-hand report about a product</li> <li>● A second hand report</li> </ul>	<ul style="list-style-type: none"> <li>● Principal recommends a book to students</li> <li>● Celebrity advertises products</li> </ul>
Prestige Identification	<ul style="list-style-type: none"> <li>● A well-known person uses a product</li> <li>● May be positive or negative</li> </ul>	<ul style="list-style-type: none"> <li>● An inferred message that you will achieve status</li> <li>● Famous person attached to a bad habit</li> </ul>
Card-Stacking	<ul style="list-style-type: none"> <li>● Only tells one side of the "truth"</li> </ul>	<ul style="list-style-type: none"> <li>● Issue presented unfairly</li> <li>● Other side left out</li> </ul>

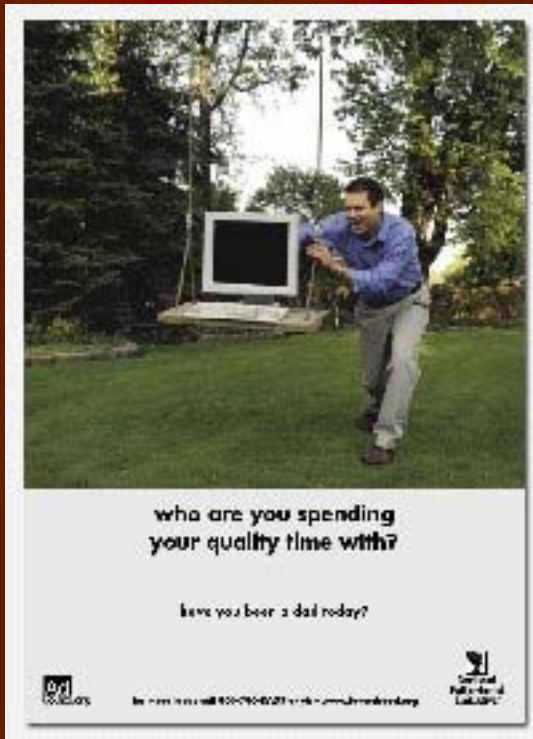
<p>Transfer</p>	<ul style="list-style-type: none"><li>● Contains a feeling or idea from words or pictures that transfer an emotional response to the viewer</li></ul>	<ul style="list-style-type: none"><li>● A link is made so the viewer assumes they will react, feel, or get something in the same way</li></ul>
<p>Scare Tactics</p>	<ul style="list-style-type: none"><li>● Uses language or pictures to frighten the viewer</li><li>● May state that something bad will happen</li></ul>	<ul style="list-style-type: none"><li>● Car crash</li><li>● Injury to a child</li><li>● Catastrophic illness like cancer from smoking</li></ul>
<p>Repetition</p>	<ul style="list-style-type: none"><li>● A word, phrase, brand name, or phone number is repeated (at least three times) to make sure it is remembered by the viewer</li></ul>	<ul style="list-style-type: none"><li>● "Eat fresh."</li><li>● "He went to Jared."</li></ul>
<p>Prizes or reward</p>	<ul style="list-style-type: none"><li>● Something is given away or can be won</li></ul>	<ul style="list-style-type: none"><li>● Think happy meal or prize in the cereal box</li><li>● It might be an entry for a contest or a chance to win on a web site.</li></ul>

# Check - up

1. Identify the propaganda/persuasive technique used in this ad.
2. What does the advertiser want you to do or feel?



# Check - up



3. What technique is used in this ad?
4. What does the advertiser want you to feel or do?

# Check - up

5. Identify the bias of the writer in this passage.
  6. What stereotype is apparent in this passage?
- *It's time to stop playing with these kids! Times have changed and the nature of the crimes has become more serious. Many more juveniles are committing crimes today than ever before. Juveniles who commit these heinous crimes should pay the appropriate price. After all, the misbehavior and truancy of yesterday are not the same as the drug use and murder of today. No matter what the age, if you do the crime you should do the time.*

# Terms to know

1. **motive:** a need or desire that influences behavior
2. **point of view:** an attitude or feeling about an issue
3. **bias:** a slant in favor or against
4. **fact:** something that can be proven
5. **opinion:** something that cannot be proven; usually involves one's feelings about a subject
6. **belief:** a thought held to be true no matter what the facts are
7. **value judgment:** thoughts based on one's personal beliefs
8. **speculative statement:** a statement of something that could logically happen in the present circumstances.
9. **theory:** an explanation that may grow out of an hypothesis; tries to explain a wide variety of circumstances
10. **precedent:** examples of earlier actions or events that can be used as an example in a later action
11. **objection:** a statement against a statement, theory, or action.
12. **consequences:** those actions or reactions that happen as a result of something being done or said