

SEVEN TRICKS of PROPAGANDA

1. **Name Calling**: hanging a bad label on an idea
2. **Card Stacking**: make the best case possible for his side and the worst for the opposing viewpoint by carefully using only those facts that support his or her side of the argument while attempting to lead the audience into accepting the facts as a conclusion
3. **Band wagon**: persuade the audience to follow the crowd. This device creates the impression of widespread support. It reinforces the human desire to be on the winning side.
4. **Testimonial**: associate a respected person or someone with experience to endorse a product or cause by giving it their stamp of approval hoping that the intended audience will follow their example.
5. **Plain folk**: convince the audience that the spokesperson is from humble origins, someone they can trust and who has their interests at heart.
6. **Transfer**: carry over the authority and approval of something we respect and revere to something the propagandist would have us accept. Propagandists often employ symbols (e.g., waving the flag) to stir our emotions and win our approval.
7. **Glittery Generality**: vague, sweeping statements (often slogans or simple catchphrases) using language associated with values and beliefs deeply held by the audience without providing supporting information or reason. They appeal to such notions as honor, glory, love of country, desire for peace, freedom, and family values.

Country:_____

Types of Propaganda Used:

(Include the message and propaganda “trick” of at least 2 posters.)

1.

2.

Country:_____

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(Include the message and propaganda “trick” of at least 2 posters.)

1.

2.

Answer the following questions in one paragraph:

- 1) Do you think you would have found these posters convincing?
- 2) What are some modern day examples of propaganda? Explain.