**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Techniques of Propaganda**

1. **Unproved Assertion:** An assertion is an enthusiastic or energetic statement presented as a fact, although it is not necessarily true. They often imply that the statement requires no explanation or back up, but that it should merely be accepted without question. Any time an advertiser states that their product is the best without providing evidence for this, they are using an assertion.
2. **Bandwagon:** This tactic assumes that people like to follow the crowd acting and buying like the majority. It appeals to the individual need to belong, in this case, to be part of the “in crowd”. Most people want to be popular so advertisers portray their products with this in mind. "Four out of five people use Colgate Toothpaste." Over 2 Billion Served at McDonalds...."
3. **Loaded Words :** Using words and images to appeal to your senses or to fire up your emotions without relying on other research, statistics, or recommendations.. This technique is sometimes called **transfer** when an advertiser or politician takes common, well known symbols and uses them to promote their product. Hence a presidential ad might use a flag or the picture of George Washington or Uncle Sam beside a candidate hoping that the viewer would ***transfer*** *warm feelings for the patriotic symbol to the politician.*
4. **Fear:** This is a form of emotional appeal that takes advantage of peoples’ fears to create support for a product or cause. It’s often a simplification of more complex issues, suggesting that if you don’t do X then bad things will result.
5. **Scapegoating / Pinpointing the Enemy:** Pinpointing the enemy is used extremely often during wartime, and also in political campaigns and debates. This is an attempt to simplify a complex situation by presenting one specific group or person as the enemy. Although there may be other factors involved the subject is urged to simply view the situation in terms of clear-cut right and wrong
6. **Ego Tripping:** Sometimes called **Snob Appeal,** it is a play on our desire to be strong, popular, beautiful, or intelligent. It might appeal to our desire for fancy things and the "good life" through the use of beautiful people in their promotion of the product or cause. Jewelry, expensive cars, perfumes, designer clothing and accessories are often marketed using this technique.
7. **Name Calling:** Name calling occurs often in politics and wartime scenarios. It is another of the seven main techniques designated by the Institute for Propaganda Analysis. It is the use of derogatory language or words that carry a negative connotation when describing an enemy. The propaganda attempts to arouse prejudice among the public by labeling the target something that the public dislikes. Often, name calling is employed using sarcasm and ridicule, and shows up often in political cartoons or writings. When examining name calling propaganda, we should attempt to separate our feelings about the name and our feelings about the actual idea or proposal.
8. **Slogans:** are ways to simplify complex ideas or issues down to simple, catchy words and phrases that stick in people’s minds. However slogans fail to give all the important details of a person or product. “Support the Troops” “Just do it.” “Think outside the bun.” “Have it your way.”
9. **Name Dropping:** Also called **Testimonials or Endorsements** they use a popular figure to promote a cause. “Tiger Wood eats Wheaties. That's why he's so good at golf!” **Testimonials** can also come from less famous people who simply testify that some product worked for them "I lost 30 pounds on the Nurtisystem Diet!"
10. **Glittering Generalities:** is the act of make the product appear or sound amazing without really providing concrete evidence why this is the case. A good example is the drink Gatorade which asserts, "Life is a sport, drink it up!" It sounds great, but exactly what does it mean? Glittering generalities are sweet like cotton-candy, but without substance
11. **Plain Folks Appeal:** Advertisements that appeal to you by insisting that they are just like you and really understand you. Presidential candidates routinely pose in ads playing with their children, and their dogs and cats if only to convince you that they're just 'plain folds' - just like you.
12. **Scientific Claims:** Using test, statistics, and fake scientific sounding jargon to lend credibility to something. "This chair is ergonomically designed for the best fit!" “Clinically Proven!” Advertisements using scientific claims send the message that they have scientific evidence that their product does what its suppose to do and is the best on the market at doing that certain thing. Saying they have scientific evidence makes people more likely to buy in to the message or product.