

## **PROPAGANDA TECHNIQUES**

### **ENCOURAGING A SENSE OF IDENTIFICATION WITH A PERSON OR CAUSE**

**PLAIN FOLKS** – one of the common people. Examples: talking about growing up in small town America; wearing boots and a cowboy hat while campaigning in Texas

**BANDWAGON** – everyone is supporting a candidate or a cause. Examples: posting a list of thousands of donors to your campaign on your website; claiming that the latest polls show you leading your opponent by 10 points

**TESTIMONIAL** – an important or famous person supports a candidate or a cause. Examples: Bruce Springsteen sings at a campaign rally for John Kerry; a leading evangelical preacher endorses George Bush

### **REJECTION AND SLANTED ANALYSIS**

**NAMECALLING** – labeling as bad or not worthwhile. Examples: calling your opponent's plans "risky" or "wrong-headed"

**CARDSTACKING** – presenting only those facts that are favorable to your side, either by telling only good things about your side or bad things about your opponent. Examples: listing recognitions you've received for your efforts as mayor; recounting 10 missed votes of your opponent

### **USING SLOGANS AND SYMBOLS**

**GLITTERING GENERALITIES** – using broad, vague words and phrases that, while sounding nice, are not specific. This also involves the use of slogans. Examples: campaign literature encourages support by saying: "Joe Smith, the time is now for leadership"; a candidate for school board claims to be for a quality education for all children and pledges to be fiscally responsible

**TRANSFER** – associating something respected and approved of with a candidate or a cause. Examples: appearing on stage before a very large American flag; mentioning former presidents in speeches as in "I'm the only true Reagan Republican in the race."