

A man in a dark suit and tie is speaking at a podium. He is looking slightly to his right. The podium has several microphones and a small sign that says "HORAS". In the background, a large crowd of people in uniform is visible, and a large aircraft is partially visible on the left. The entire image has a purple tint.

# PROPAGANDA

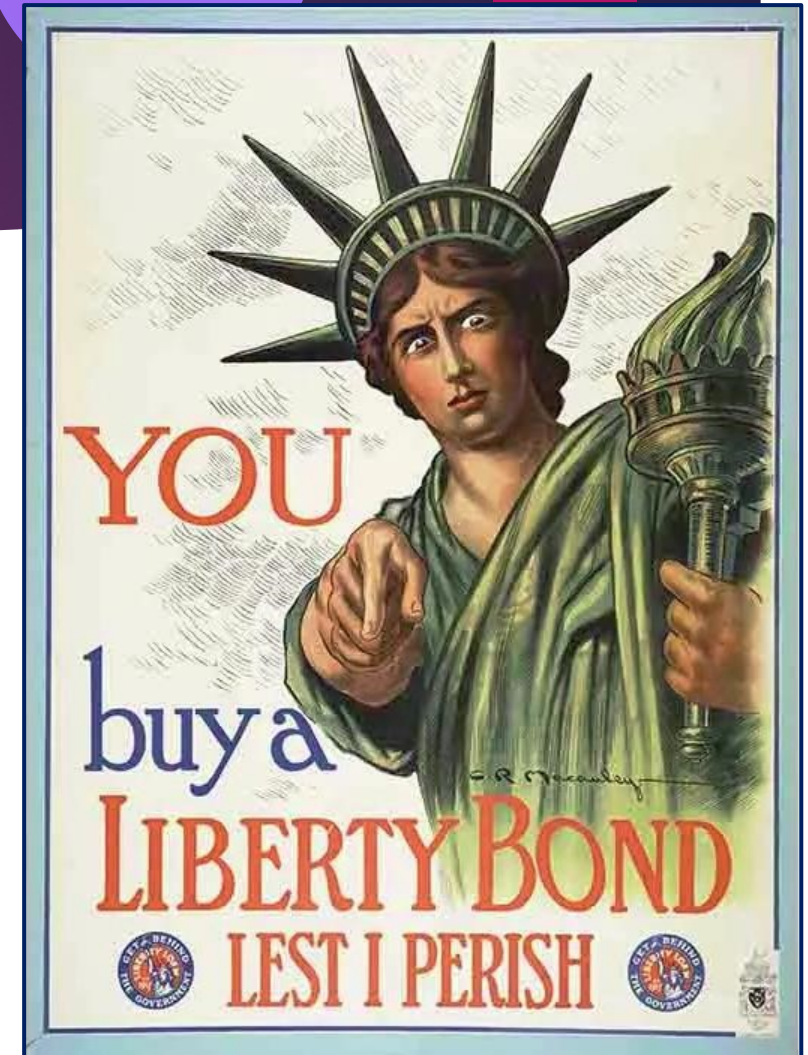
# TECHNIQUES

# What is propaganda?

What comes to mind when you hear the term propaganda?

Can you define it?

- ▶ Propaganda refers to information or messages of a biased or misleading nature intended to promote a particular viewpoint, agenda, or ideology.



*You / Buy a Liberty Bond Lest I Perish, 1917, Charles Raymond Maccauley*

# What forms can propaganda take?

## **Print Media:**

- Newspapers
- Magazines
- Pamphlets
- Posters

## **Broadcast Media:**

- Television
- Radio
- Podcasts

## **Digital Media:**

- Websites
- Social media Blogs
- Online forums

## **Public Speaking**

## **Film and Video:**

- Feature films
- Documentaries

## **Visual Media:**

- Photographs
- Cartoons
- Illustrations

## **Audio Media:**

- Speeches
- Music
- Podcasts

## **Interactive Media:**

- Video games
- Interactive websites
- Virtual reality

## **Outdoor Media:**

- Billboards
- Posters
- Banners
- Public displays

## **Art and Literature:**

- Paintings
- Sculptures
- Novels
- Poems

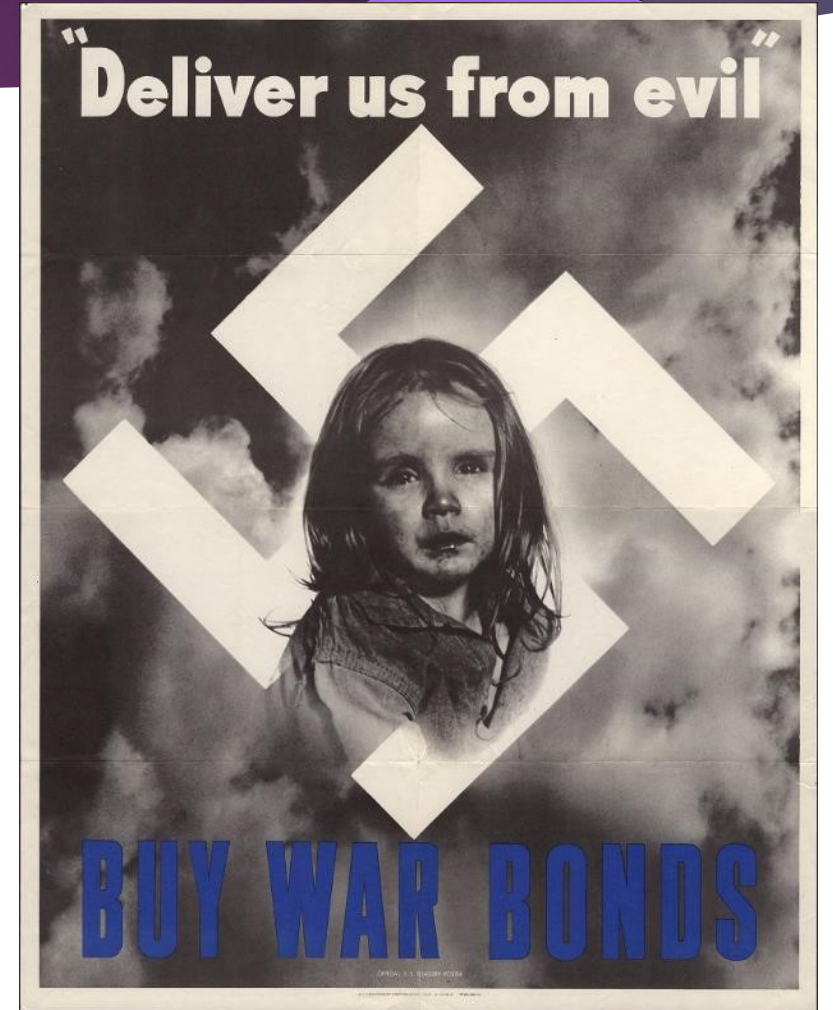
## **Educational Materials:**

- Textbooks
- Educational videos
- Curriculum materials

# Is propaganda inherently evil?

Propaganda comes from the same root as propagate. Its goal is to propagate (spread) a message without regard for fairness, accuracy, or balance.

- ▶ Just because you agree with the message or cause, does not mean that it is not propaganda.



# How can you recognize propaganda?

How can you tell if a political speech, product ad, or news article is being one-sided, biased, or misleading?

- ▶ It ignores opposing viewpoints.
- ▶ It shares false information (lies).
- ▶ It relies on...

## PROPAGANDA TECHNIQUES!



Grow Up Peacefully!, 1956



# TOP 10 PROPAGANDA TECHNIQUES

# 1. BANDWAGON:

This technique suggests that everyone is acting or thinking a certain way, so you should too.

- ▶ “Audiences everywhere are flocking to the #1 movie of the year!”



*Step into Your Place, 1915, artist unknown*

## 2. TRANSFER:

Associating a person or idea with something positive or negative even if there is no logical relationship.

- ▶ Example: an ad where people are having an awesome pool party. Incidentally, they use All Liberty Lizard Farm car insurance.



# 3. EMOTIONAL APPEAL:

Using emotions like love, pity, fear, hate, or guilt to manipulate the audience.

- ▶ ASPCA commercials show pitiful puppies and play sad music to inspire action.



1952 Chinese poster meant to inspire fear of the US

## 4. CARD STACKING:

Presenting key evidence for one side of an issue while ignoring or downplaying opposing evidence.

- ▶ “I can give you 15 examples of how my plan will work and ignore 15 reasons why it won’t!”



## 5. GLITTERING GENERALITIES:

Offering appealing overviews without discussing troublesome specifics.

- ▶ Political slogans will often espouse change, hope, greatness, unity, etc. without addressing any policies.



# 6. FAULTY CAUSE AND EFFECT:

Incorrectly asserting that one event caused another without sufficient evidence.

- ▶ “75% of automobile deaths involved people who drank milk regularly! Don’t be a statistic; drink orange juice!”

He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

*According to a recent Nationwide survey:*  
**MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

*The brand named most was Camel!*

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...  
**T for Taste . . .  
T for Throat . . .**  
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

**CAMELS** *Costlier Tobaccos*

R. J. REYNOLDS  
TOBACCO COMPANY  
WIRETS, REX, N.C.

# 7. FALSE DICHOTOMY:

Presenting only two options when more exist, often to oversimplify a complex issue.

- ▶ “Either you support my candidacy, or you are an enemy of working families!”



## 8. RED HERRING:

Introducing tangential topics to move the discussion away from the real issue.

Origin: The practice of using spoiled fish to mislead tracking dogs.

- ▶ “My opponent says she would love to hear my plan for the new economy. Did you notice how she has four houses and a private jet?”



# 9. STRAW MAN:

Misrepresenting an opponent's argument to make it easier to refute.

- ▶ “My opponent voted against Bill 107c. He thinks we should close all the hospitals in the district and hand your paycheck to the Hawaiians!”



# 10. EUPHEMISM:

Using mild or indirect language to make something unpleasant or uncomfortable seem acceptable.

- ▶ “My finance team may have engaged in some creative accounting that resulted in a pecuniary incongruency.”



# DISHONORABLE MENTIONS:

- Intentional Ambiguity
- Testimonials
- Slippery Slope
- Loaded Language
- Name-calling
- Repetition / Sound Devices
- Plain Folks Appeal
- Scapegoating
- Loaded Questions
- Fearmongering