PROPAGANDA

- Deliberately false or misleading information that supports a political cause or the interest of those in power.
- Seeks to change the way people understand an issue or situation, for the purpose of changing their actions and expectations
- Can take the form of:
 - > Leaflets
 - > Posters
 - Television broadcasts or Radio Broadcasts

At \$1 Per Vard

Source: SourceWatch

http://www.sourcewatch.org/index.php?title=Propaganda



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Propaganda is a Highty Heapon in Harl

- Its aim is to dehumanize the enemy and create hatred against a certain group
- Play on the public's fear of the enemy
- Have democratic appeal, could be made by anyone, could be seen by all
- Ideal for expressing American war aims: why we fight, what we fight for.

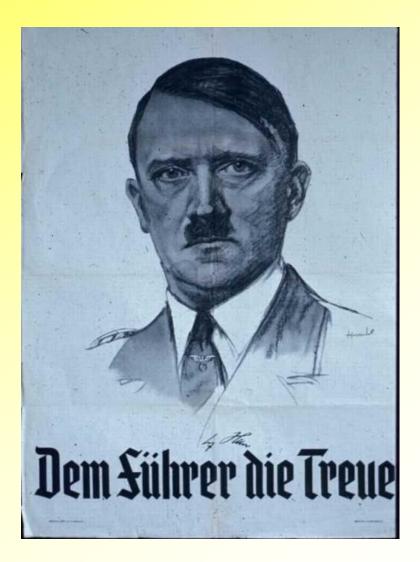


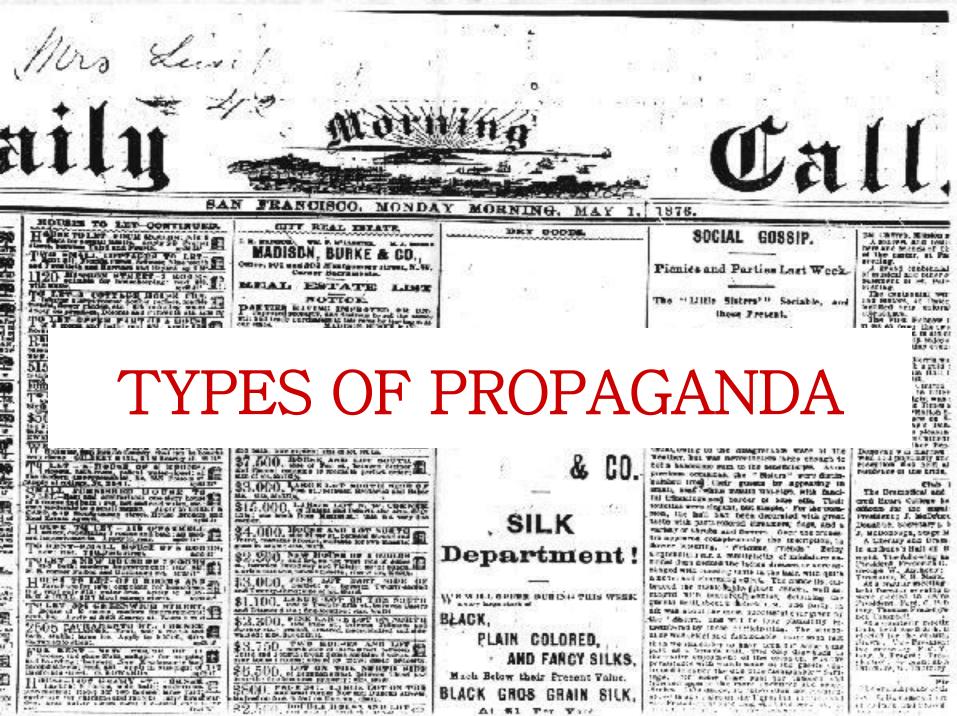
Examples of Propaganda









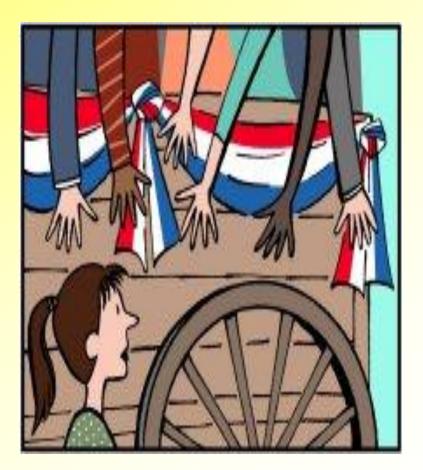


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Bandwagon

- Theme -"Everyone else is doing it, and so should you."
- This technique works because no one wants to be left out of what is a perceived to be the popular trend.



Plain Folks

- "Common man"
- The candidate or cause that is being promoted attempts to reflect the common sense of the people
- Uses ordinary language and mannerisms



Testimonial



- Celebrity endorsement of a philosophy, brand, movement, or candidate
 - The most common misuse of a testimonial involves citing individuals who are not qualified to make judgments about a specific issue

Transfer

- Employs the use of symbols, quotes, or images of famous people to convey a message not necessarily associated with them.
- Uses images that stir emotions
 - Religion
 - Science
 - Medicine



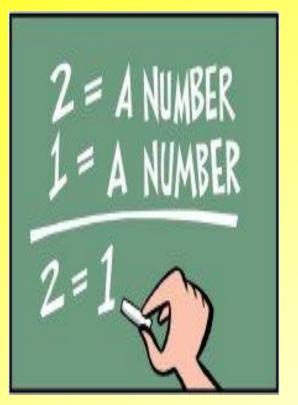
FEAR

4 Elements of a Successful Fear Appeal

- 1. Uses threats
- 2. Makes a specific recommendation about how the audience should behave
- 3. Audience must feel that the recommendation will be effective in addressing the threat
- Audience must feel that they are not powerless and capable of performing the recommended behavior.



Logical Fallacies



- Process of drawing a conclusion from one of more premises.
- Tendency to make huge predictions about the future on the basis of a few small facts
- Can be true or false

Premise 1: Premise 2: **Conclusion:**

<u>Example</u>

Mrs. Kaminski got a speeding ticket. Miss Motl got in a fender-bender. Teachers are bad drivers.

Glittering Generalities

- A generally accepted virtue is used to stir favorable emotions.
- Seeks to make us approve and accept without examine the evidence.

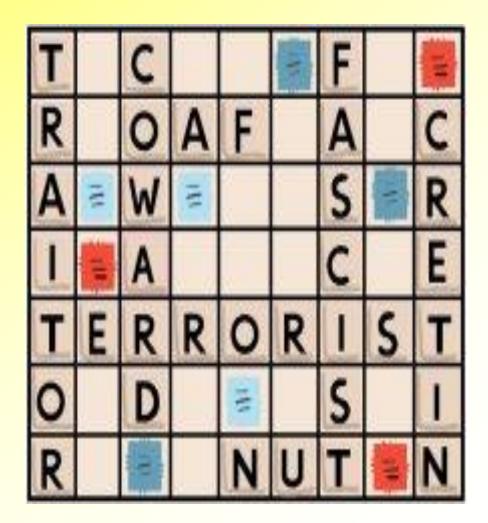


Examples of virtue words:

- Christianity
- ✤ Good
- Proper
- Right
- Democracy
- Patriotism
- Motherhood
- Fatherhood
- Science
- ✤ Medicine
- ✤ Health
- ✤ Love

Name-Calling

- Opposite of Glittering Generalities
- Links a person or idea to a negative symbol
- Can be obvious or subtle (involves words or phrases that are selected because they possess a negative emotional charge)



Images and information taken from: Propaganda Critic www.propagandacritic.com