

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

Source: SourceWatch

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

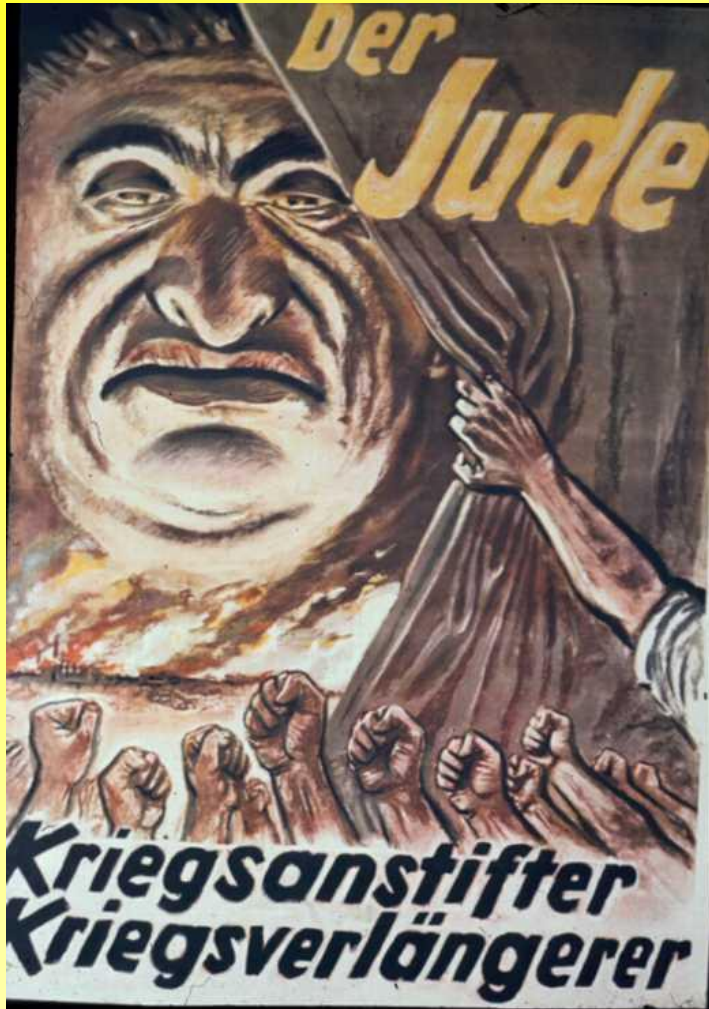
Propaganda Is a Mighty Weapon in War!

- 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





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



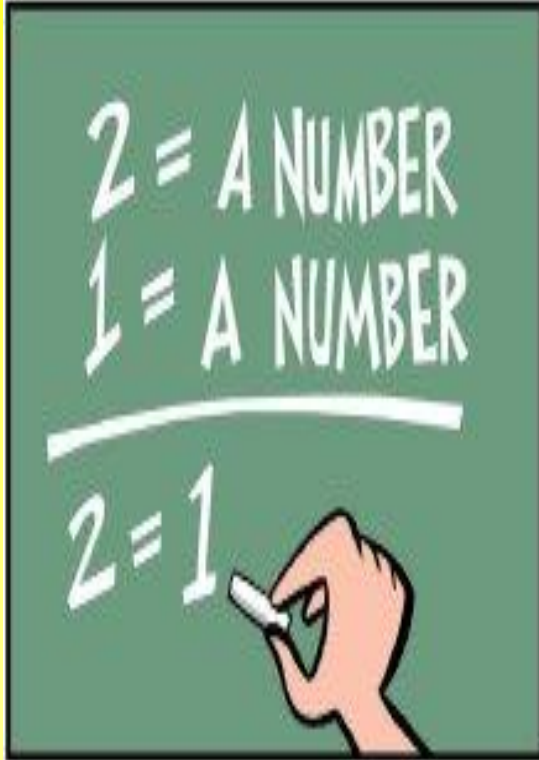
FEAR

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
4. Audience must feel that they are not powerless and capable of performing the recommended behavior.



Logical Fallacies



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

Example

Premise 1: Mrs. Kaminski got a speeding ticket.

Premise 2: Miss Motl got in a fender-bender.

Conclusion: 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*)

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Images and information taken from:

Propaganda Critic

www.propagandacritic.com