

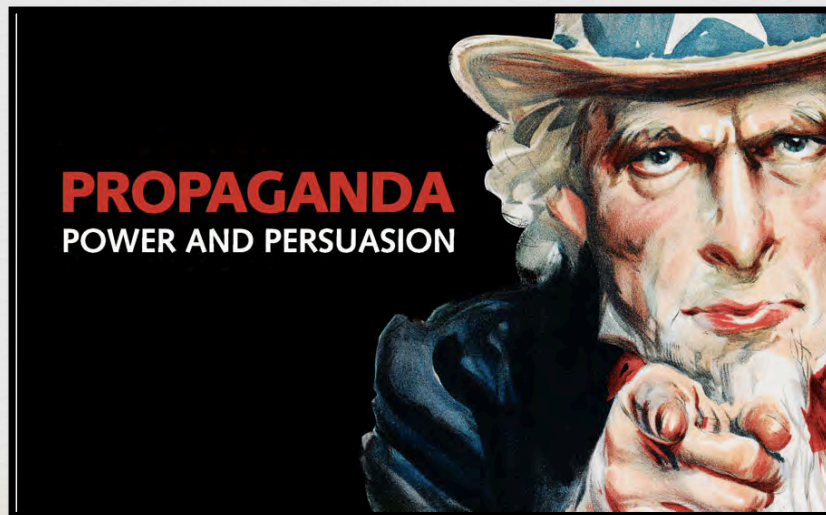
# Propaganda

How is it used?



# Propaganda

- Techniques used to influence opinions, emotions, attitudes or behavior.
  - The purpose is to benefit the sponsor.
  - It appeals to the emotions not the intellect.
  - The purpose is to persuade.



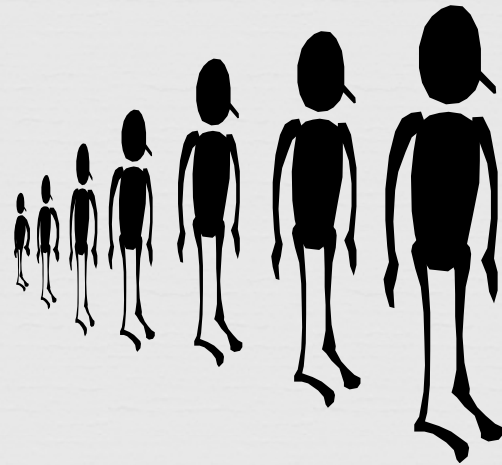
# Characteristics of Propaganda



- ❧ In advertising the purpose is to claim “superiority” in order to sell product.
- ❧ Weasel Words - modifiers that look substantial but are meaningless.
  - ❧ Examples: tackles, comforts, refreshes, fights, helps, virtually...
- ❧ Makes audience believe in something or want to do something.

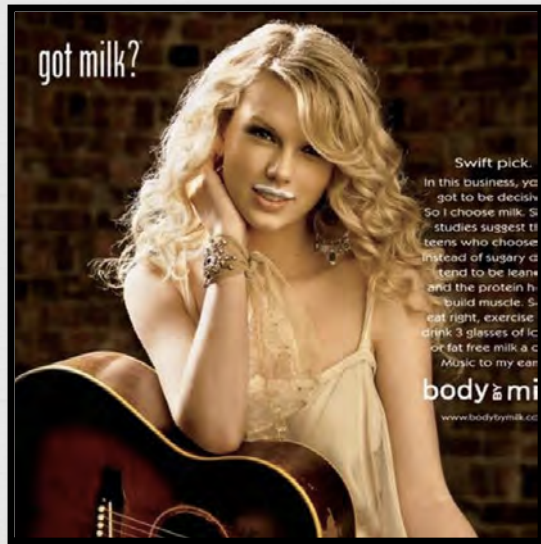
# Bandwagon

- ❧ persuasive technique that invites you to join the crowd.
- ❧ Everybody's doing it!
- ❧ Often uses weasel words



# Testimonial

- ❧ Statement endorsing an idea/product by a prominent person.
- ❧ Product can be inside or outside particular field.
- ❧ Musical artists,
- ❧ Sports giants,
- ❧ Actors/actresses



# Snob Appeal

- ❧ Aims to flatter
- ❧ Makes assumption/ insinuation that this product/idea is better than others...
- ❧ Thus, those that use it are too.
- ❧ “Avant Garde” ahead of the times.

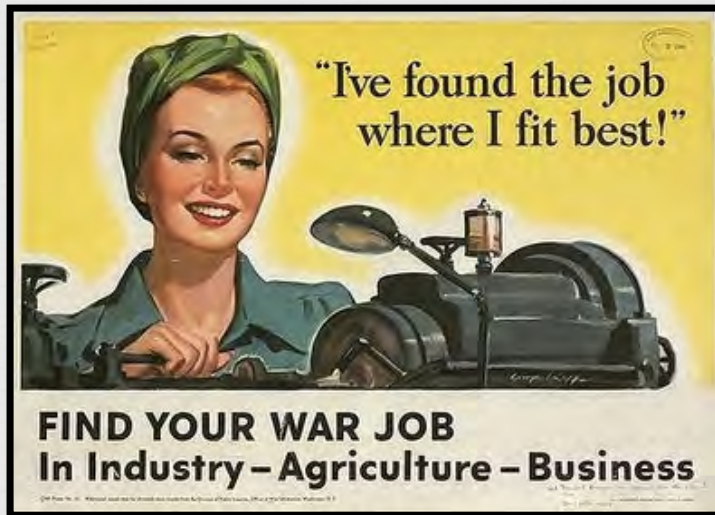


The Ultimate Driving Machine



# Plain Folks

- ❧ Opposite of Snob Appeal
- ❧ Identifies product/idea with a locality or country
- ❧ Practical product for ordinary people.



# Patriotism

- ∞ Purchase will display love of country.
- ∞ Person will financially help the country.





# Evidence Claims

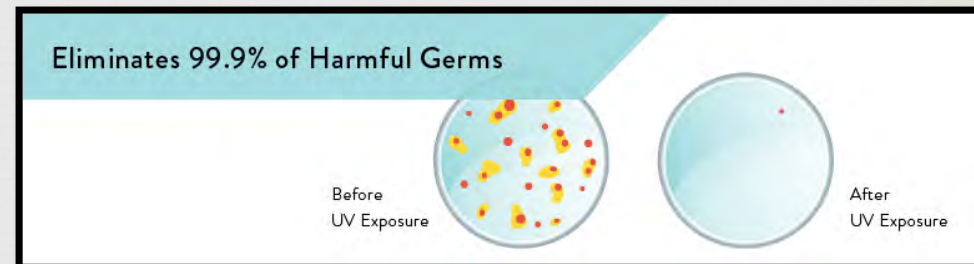
☞ Facts and Figures – statistics to prove superiority.



☞ Magic Ingredients – suggests some miraculous discovery makes product exceptionally effective.



☞ Hidden Fears – suggests that user is safe from some danger.



# Glittering Generalization

- ☞ Weasel words used.
- ☞ Statement jumps from a few cases to all.
- ☞ “Glittering” because it’s falsely attractive
- ☞ Often used by politicians



# Transfer

- Positive feelings/ desires are connected to a product/ user
- Transfers positive feelings we have of something we know to something we don't.

- Sex Appeal
- Love/ Popularity
- Fame
- Wealth
- Power



# Slogan

- ❧ A catchword or phrase loaded with emotion
- ❧ Often sells through repetition
- ❧ Clever and easy to remember
- ❧ Stays with you a long time
- ❧ Often a melody you already know



*“Trust Sleepy’s  
For the ‘rest’  
Of your life”*



# Engaging Techniques:

☞ Wit and Humor –  
diverts audience and gives a  
reason to laugh often through  
the use of clever visuals and/  
or language.

☞ Rewards – bonus awarded  
to consumer for purchase.  
(Toys, gimmicks, rebates, free  
payment, etc.)



CHASE

CASH BACK. FULLY LOADED.

5% CASH BACK

0% INTRO APR

APPLY NOW

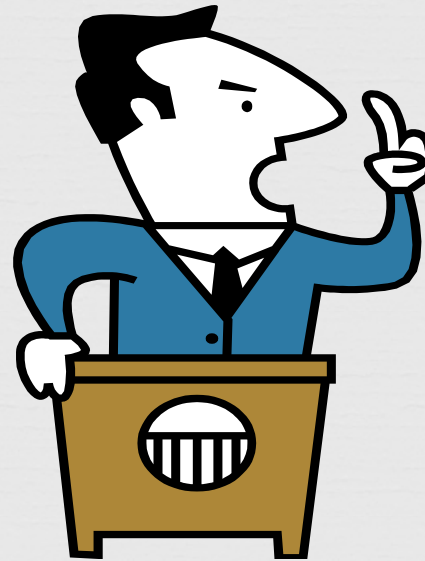
NO ANNUAL FEE\*

5% CASH BACK IN POPULAR CATEGORIES \*

SAY "NO" TO INTEREST WITH FULL PAY \*

# Name - Calling

- A way of smearing an opponent
- Intent is to damage opponent
- It also arouses suspicion of opponent
- Intention is to create an uneasy feeling
- Used by politicians and product companies



# Big Lie

- ❧ An outrageous falsehood
- ❧ Captures attention because it's so outrageous
- ❧ Somehow staggers audience into believing it





# Scapegoat



- A person carrying the blame for others
- Retreats to prejudice rather than reason
- Mostly used in the political arena
- Wins audience through association or sympathy





# Demonization

- ☞ Making individuals from the opposing nation, from a different ethnic group, or those who support the opposing viewpoint appear to be subhuman
- ☞ It makes it easier to hate someone if they don't appear to be human.



# WHO'S ABSENT?



*Is it you?*

WWPA



WPA

20

**SALVAGE SCRAP  
TO BLAST THE JAP**

THIRTEENTH NAVAL DISTRICT ★ UNITED STATES NAVY

# EACH LITTLE ERROR

GIVES OUR ENEMIES  
*More*  
**TIME!**



**DON'T FORGET**

*We're at War!*



“Go! To the West!”



“Bolsheviks Unmasked”