

Propaganda Techniques (Political Cartoon Analysis)

EOC Review

Propaganda Techniques

- **Bandwagon:** attempt to persuade the target audience to join in and take the course of action that "everyone else is taking."
- **Card Stacking:** seeks to manipulate audience perception of an issue by emphasizing one side and repressing another.
- **Glittering Generalities:** emotionally appealing words that are applied to a product or idea, but present no concrete argument or analysis.
- **Testimonial:** quotations, in or out of context, especially cited to support or reject a given policy, action, program, or personality. The reputation or the role (expert, respected public figure, etc.) of the individual giving the statement is exploited.
- **Name Calling:** to incite fears and arouse prejudices in their hearers in the intent that the bad names will cause hearers to construct a negative opinion about a group or set of beliefs or ideas that the propagandist wants hearers to denounce.
- **Plain Folks:** attempts to convince the audience that the propagandist's positions reflect the common sense of the people. It is designed to win the confidence of the audience by communicating in the common manner and style of the target audience
- **Transfer:** projecting positive or negative qualities (praise or blame) of a person, entity, object, or value onto another to make the second more acceptable or to discredit it.