

2010-11 Propaganda Techniques

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Section B: Techniques of Language

0. **No Technique:** No form of propaganda is used
1. **Emotional Terms:** Using words to get a strong emotional response (for or against)
2. **Metaphor and Simile:** Using figurative language to compare two unlike things, very often using the words "like" or "as" or "is"
3. **Emphasis:** Heavy verbal emphasis and stress on a word or phrase (should NEVER be mistaken for another technique)
4. **Quotation Out of Context:** Misquoting or using part of a quote to fit an argument
5. **Abstract Terms:** Using terms the speaker clearly does not understand
6. **Vagueness:** Using words with several different or non-specific interpretations (such as "some", "a little" or "most")
7. **Ambiguity:** Using words or phrases that have two different interpretations
8. **Shift of Meaning:** Beginning with terms that can be interpreted one way, then changing the meaning of the terms at the end to mean something totally different

Section C: Techniques of Irrelevance

0. **No Technique**
1. **Appearance:** Judging things or people based on their physical appearance (Note: This is done just in an instant and is different from #2, Manner)
2. **Manner:** Judging things or people based on their behavior or demeanor
3. **Degrees and Titles:** Using degrees (college, etc) or titles to make an idea or person seem more important
4. **Numbers:** Using numbers (large or small) to help improve a point or argument
5. **Status:** Uses celebrities or well-known people to legitimize a product
6. **Repetition:** Using a word or phrase multiple times to make the listener remember it
7. **Slogans:** Phrases used to help people remember a product or idea
8. **Technical Jargon:** The listener does not understand the words or terms the speaker is using (but the speaker does)
9. **Sophistical Formula:** Clichés or overused phrases to sum up an idea or conversation

Section D: Techniques of Exploitation (TV ads)

0. No Technique

1. **Appeal to Pity:** "Help me or something bad will happen to me."
2. **Appeal to Flattery:** Unsolicited compliments to get someone to do something
3. **Appeal to Ridicule:** Making fun of or joking about a person or thing
4. **Appeal to Prestige:** Offering the listener a chance to be important or famous
5. **Appeal to Prejudice:** Trying to persuade someone to do something because of his or her background or beliefs
6. **Bargain Appeal:** Offering a chance at a good deal or to save money
7. **Folksy Appeal:** Trying to be overly friendly or close get someone to do something
8. **Join the Bandwagon:** Do what everyone else is doing, because you don't want to be left out
9. **Appeal to Practical Consequences:** "Help me or something bad will happen to you (listener)."
10. **Passing from the Acceptable to the Dubious:** Beginning with acceptable statements, then switching to an unrelated statement or argument to get someone to do something

Section E: Techniques of Form

0. No Technique

1. **Concurrency:** Assuming that because two things happen at the same time, the first caused the other
2. **Post Hoc:** Assuming that because two things happen at one after the other, the first caused the second
3. **Selected Instances:** Forming a conclusion with only a few examples, when counterexamples also exist
4. **Hasty Generalization:** Making conclusions based on limited experience
5. **Faulty Analogy:** Because two things have something in common, they also have other things in common
6. **Composition:** Believing that what is true of an individual is also true of the group
7. **Division:** Believing that what is true of a group is also true of each individual
8. **Non Sequitur:** Propaganda from another section (not E)