

Propaganda Techniques

(2011-12)

Section A: Self-Deception

1. Prejudice
2. Academic Detachment
3. Drawing the Line
4. Not Drawing the Line
5. Conservatism, Radicalism, Moderatism
6. Rationalization
7. Wishful Thinking
8. Tabloid Thinking
9. Causal Oversimplification
10. Inconceivability

Section B: Language

1. Emotional Terms
2. Metaphor and Simile
3. Emphasis
4. Quotation Out of Context
5. Abstract Terms
6. Vagueness
7. Ambiguity
8. Shift of Meaning

Section C: Irrelevance

1. Appearance
2. Manner
3. Degrees and Titles
4. Numbers
5. Status
6. Repetition
7. Slogans
8. Technical Jargon
9. Sophistical Formula

Section D: Exploitation

1. Appeal to Pity
2. Appeal to Flattery
3. Appeal to Ridicule
4. Appeal to Prestige
5. Appeal to Prejudice
6. Bargain Appeal
7. Folksy Appeal
8. Join the Bandwagon Appeal
9. Appeal to Practical Consequences
10. Passing from Acceptable to Dubious

Section E: Form

1. Concurrency
2. Post Hoc
3. Selected Instances
4. Hasty Generalization
5. Faulty Analogy
6. Composition
7. Division
8. Non Sequitur

Section F: Maneuver

1. Diversion
2. Disproving a Minor Point
3. Ad Hominem
4. Appeal to Ignorance
5. Leading Question
6. Complex Question
7. Inconsequent Argument
8. Attacking a Straw Man
9. Victory by Definition
10. Begging the Question