

Name: _____

Date: _____

Propaganda Techniques

Review the types of propaganda techniques below.

1. CARD STACKING:

FOCUSES ON THE BEST FEATURES AND LEAVES OUT OR LIES ABOUT PROBLEMS.

2. TESTIMONIAL:

A WELL-KNOWN PERSON ENDORSES THE PRODUCT OR SERVICE.

3. GLITTERING GENERALITIES:

USES WORDS OR IDEAS THAT EVOKE AN EMOTIONAL RESPONSE.

4. TRANSFER:

RELATES A PRODUCT TO SOMEONE OR SOMETHING WE LIKE.

5. PLAIN FOLKS:

USES REGULAR PEOPLE TO SELL A PRODUCT OR A SERVICE.

6. BANDWAGON:

ASKS PEOPLE TO "JOIN THE CROWD" AND TAKE ACTION BECAUSE "EVERYONE" IS DOING IT.

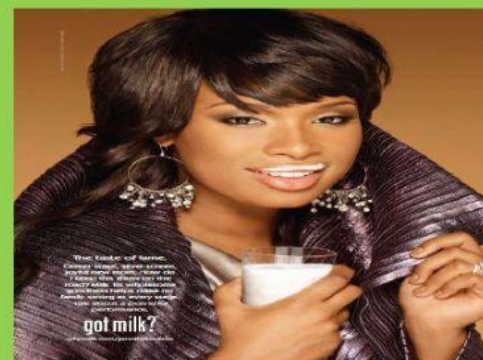
7. NAME-CALLING:

CONNECTS A PERSON, PRODUCT OR IDEA TO SOMETHING NEGATIVE.

Examine the pictures below and identify the type of propaganda technique being used.



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