

Eight Commonly Used Propaganda Techniques

TECHNIQUE	DEFINITION	EXAMPLE
Bandwagon	Urges you to do something because everyone else is doing it.	"Everybody's drinking Twist. Shouldn't you be drinking it, too?"
Testimonial	Uses the testimony of a famous person to get you to do something.	"Greta Glamour says, 'I never use anything but Goop on my hair.'"
Transfer	Uses positive images so that you will transfer your positive feelings about one thing to another.	"Softex tissues are baby soft."
Name Calling	Uses a derogatory term to criticize a person or product.	"Forget those gas-guzzling giants. Get a Minibug instead."
Glittering Generality	Gives a statement based on little or no evidence.	"Her experience makes her the best person for the job."
Loaded Words	Uses words that appeal to the emotions rather than common sense.	"Find thrills and chills at Wave World."
Red Herring	Highlights a minor detail to draw attention away from the important information.	"The new Crashmobile comes with leather seats and dual ashtrays."
Snob Appeal	Makes you feel that you will be one of the elite if you do something.	"Live like royalty. Buy Your Highness toilet paper!"