8 Types of Propaganda

1. Testimonials: Testimonials usually involve celebrities or other respected people endorsing, or officially supporting, a product or idea. The person giving the testimonial could be famous, knowledgeable about the product (such as a doctor talking about medicine), or just an ordinary person who claims the product has worked for them.

2. Bandwagon: “Jumping on the bandwagon” describes people choosing to go along with the rest of the crowd. Bandwagon propaganda creates the impression that there is widespread support for a thing or idea. People tend to want to be on the winning team and try to avoid being the odd one out. These messages create a sense of peer pressure to join in.

3. Name-Calling: Name-calling is exactly what it sounds like: using negative words and bad names to create fear and dislike for people, ideas, or institutions. Name-calling can be verbal or visual. When done visually, it shows a person or thing in an unflattering way.

4. Glittering Generalities: This technique always shows the subject of the message in a positive light, but provides little or no information. Glittering generalities use simple, clever slogans that appeal to peoples’ emotions.

5. Card Stacking: Card stacking uses facts and figures to show one side as positive and the other side as negative. The message shows only positive information about the person, product, or idea being promoted, and it shows only damaging information about the opposition or competition. This technique is designed to make you think you are hearing both sides.

6. Plain Folks: The plain folks technique is designed to send the message that a product or person is “just like you.” An advertiser will show an ordinary-looking person who vouches for how well a product works. Politicians have their picture taken visiting coffee shops, riding on tractors, and doing other things that everyday people do. The goal is to gain your trust by showing that people just like you use the product or support the person.

7. Transfer: The transfer technique uses your feelings about one thing to get you to feel the same way about something else. Transfer can use a positive image to persuade you to like something or a negative image to persuade you to dislike something.

8. Euphemism: using words, phrases, and description to make something unpleasant seem acceptable.