

Propaganda Techniques

Name _____

Directions: Identify the propaganda technique being used in each question, and write that technique from the list below in the space provided.

Bandwagon **Testimonial** **Plain Folks** **Transfer**
Name Calling **Card Stacking** **Glittering Generalities**

1. Transfer In giving his acceptance speech at the Republican National Convention, Donald Trump appears in front of a backdrop of paneled windows and columns meant to suggest the West Wing of the White House, site of the Oval Office.
2. Testimonial In seeking the Republican nomination, Mike Huckabee does a series of commercials with Chuck Norris
3. Glittering Generalities Supporters at a Barack Obama rally break out into chants of, "Yes we can! Yes we can!"
4. Name Calling Hillary Clinton criticizes Donald Trump's changing stance on issues by saying, "Donald Trump may pay hundreds of dollars for his shoes, but we are the ones who will pay for his flip flops."
5. Plain Folks In accepting her party's nomination for Vice President, Sarah Palin recounts her past as the average hockey mom who grew up in a small town and volunteered for the PTO.
6. Card Stacking Donald Trump points out Hillary Clinton's failures as Secretary of State in the Benghazi tragedy and the growth of ISIS.
7. Bandwagon Ted Cruz lists on his website over 100 conservative organizations that have endorsed him to encourage conservatives to support his campaign.
8. Glittering Generalities Campaign literature for Governor Kasich emphasizes these words: "Courageous Service, Experienced Leadership, Bold Solutions."
9. Plain Folks A candidate seeking the Republican Nomination participates in a cow milking contest at the New Hampshire State Fair.
10. Name Calling In a Republican Presidential Debate, Donald Trump refers to Senators Marco Rubio and Ted Cruz as "Little Marco" and "Lying Ted."
11. Testimonial At the Democratic National Convention, singer Stevie Wonder dedicates his song to Barack and Michele Obama. "Signed, Sealed, Delivered- I'm Yours."
12. Bandwagon Senator Bernie Sanders airs a commercial showing thousands of young voters attending his rallies and pledging their support.
13. Card Stacking Hillary Clinton criticizes Donald Trump's ability as a successful leader by pointing out the number of times his companies filed for bankruptcy and the workers who lost jobs.
14. Transfer Donald Trump and Mike Pence appear on stage in front of a giant American Flag.

Technique	Description	Examples	Example Ads
Encouraging a Sense of Identification with a Person or Cause			
Bandwagon	Persuading people to do something by letting them know others are doing it. Everyone is supporting a candidate or cause.	Posting a list of thousands of donors to your campaign to your website; claiming the latest polls show you leading your opponent by 10 points.	
Testimonial	Using the words of a famous person to persuade you. Famous person endorsement	A famous singer performs at a campaign rally.	
Rejection and Slanted Analysis			
Plain Folks	Claiming to be one of the common people. Appealing to regular people's values like family, patriotism.	Talking about growing up in small town America; wearing boots & a cowboy hat while campaigning in Texas.	
Name Calling	Calling the other side names. Labeling as bad or not worthwhile. Trash-talking, mudslinging.	Calling the opponent's plans "risky" or "wrong-headed"	
Card Stacking	Presenting only facts that are favorable to your side, either by telling only good things about your side or bad things about your opponent.	Listing recognitions, you've received for your efforts as major; recounting 10 missed votes of your opponent.	
Using Slogans and Symbols			
Glittering Generalities	Using broad, vague and phrases that, while sounding nice, are not specific. Also involves the use of slogans	hero, brave, honorable, freedom, justice, etc. A candidate claiming to be for quality education & pledging to be fiscally responsible.	
Transfer	Associating something respected and approved of with a candidate or cause	Appearing on a stage in front of the American flag, mentioning former presidents in speeches.	