|  |  |  |  |
| --- | --- | --- | --- |
| **Technique** | **Description** | **Examples** | **Example Ads** |
| **Encouraging a Sense of Identification with a Person or Cause** | | | |
| Bandwagon |  |  |  |
| Testimonial |  |  |  |
| **Rejection and Slanted Analysis** | | | |
| Plain Folks |  |  |  |
| Name Calling |  |  |  |
| Card Stacking |  |  |  |
| **Using Slogans and Symbols** | | | |
| Glittering Generalities |  |  |  |
| Transfer |  |  |  |