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| **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 |   |   |  |