

**PROPAGANDA**  
POWER AND PERSUASION



Political Campaigns:  
Propaganda Techniques

# Today's Objective

- We will identify various propaganda and advertising techniques used in various political ads throughout history.
- Complete notes chart and Propaganda Techniques Worksheet

# What is Propaganda?

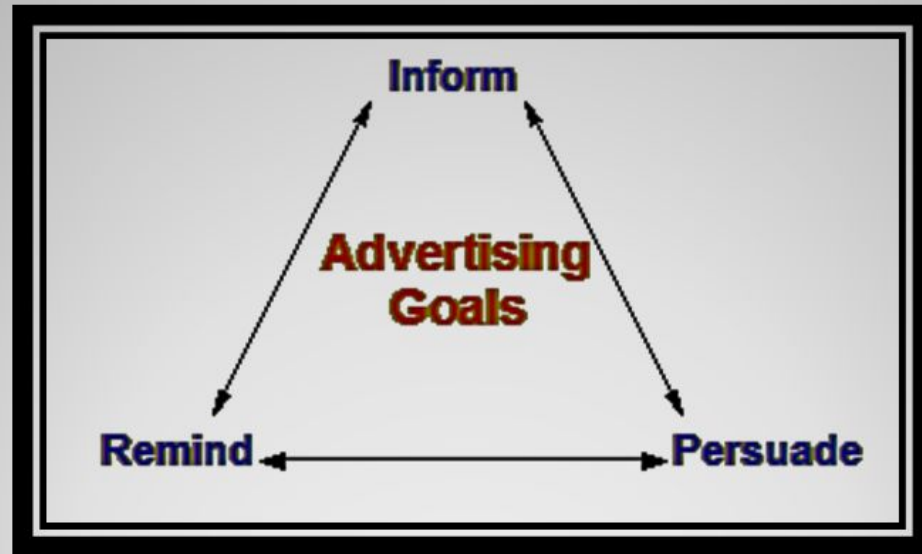
- information, especially of a biased or misleading nature, used to promote or publicize a particular political cause or point of view.



# What ways can candidates advertise?

- Magazine
- Billboards
- Newspaper
- Print
- Radio
- Television
- Internet- Social Media

# GOALS OF ADVERTISING



# 7 Propaganda Strategies Candidates use

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
- **Example:** Claiming the latest polls show you're 10 points ahead of your opponent.
- Example Ad:

[Candidate Trump at a campaign rally](#)





# Testimonial

- A famous person giving an endorsement to a candidate.
- Using the words of a famous person to persuade you.
- **Example:** a famous singer performing at a campaign rally.



# Rejection and Slanted Analysis

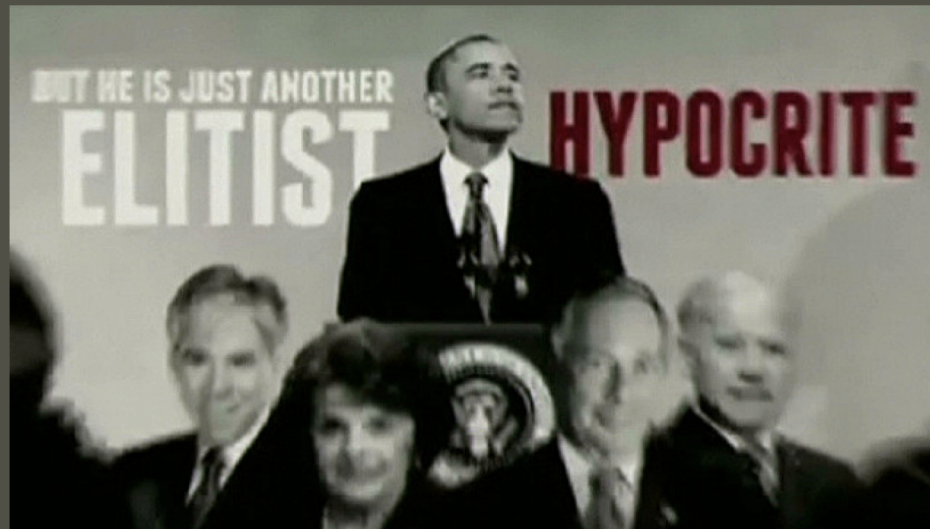
# Plain folks

- Claiming to be one of the common people.
- Appealing to regular people's values like family & patriotism.
- **Example:** Talking about growing up in a small town American. Wearing boots & a cowboy hat in Texas.



# Name calling

- Trash-talking another product or person, "mudslinging"
- Calling the other side names.
- **Example:** Calling an opponent's plan risky



# 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 appointment.
- **Example:** listing recognitions you've received for your efforts as major; recounting 10 missed votes of your opponent.

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# Using Slogans and Symbols

# Glittering Generalities

- Using broad, vague words that sound nice, but are not specific.
- Includes slogans
- **Examples:** using the words hero, brave, honorable, freedom, justice, etc.



# Transfer

- Associating something respected or approved with the candidate.
- **Example:** Appearing on a stage in front of an American Flag or mentioning a former president in speeches.

