Tuck Everlasting ~ Propaganda Techniques

Propaganda: An extreme form of persuasion for the purpose of getting people to do certain things or think a certain way. Propaganda appeals to emotions rather than to intellect, and many times, only one side of a situation is presented. Complete the chart by filling in the example column with commercials that you have seen.

Seven Common Types of Propaganda

Туре	Definition	Example
Bandwagon	an appeal for others to "join the crowd" in order to be on the "winning side"	
Testimonial	a famous person <u>endorses</u> a product, person, or idea	
Card Stacking	presenting only the positive information and leaving out anything that may be negative	
Glittering Generalities	emotionally appealing words are used to describe a product or idea, but no evidence is given to support it	
Name Calling	the use of words that have a negative connotation	
Plain Folks	the use of common, ordinary people are used to promote a product	
Transfer	projecting the positive or negative qualities of a person, object, or value to another to make the second more acceptable or to discredit it	