

## *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

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