

Propaganda or Persuasive Techniques

Technique	Definition	Example
Plain Folks Appeal -	Trying to show that a person or product is good for "ordinary" people, because a person is "just like you" and understands you	An ordinary looking family sits together at a table to eat a certain brand of macaroni.
Glittering Generality -	Telling only positive things about something or someone, without giving evidence or facts	Using words to stir up positive feelings—words like "honor," "family values," Coke ad: "I'd like to buy the world a home and furnish it with love. With honey bees and apple trees and snow white turtle doves. I'd like to teach the world to sing in perfect harmony. I'd like to buy the world a Coke and keep it company..."
Bandwagon -	Convincing us to accept someone or something because of its popularity	Commercials that show everybody's got one, or everyone's doing it!
Testimonial -	Using a famous person to try to make you buy or support something or someone	Tiger Woods wears Nike clothing, and if you want to be like him, then you should, too!
Snob Appeal -	Suggesting that association with a person or product can make you special (like testimonial without the famous face)	The people who drive this kind of car wear fancy clothes, live in mansions, or go to great places.
Transfer	Convincing us to feel the same way about the product as we do about the activity in the ad (can be positive or negative).	When a cigarette ad uses healthy young people playing football to advertise their cigarettes. (If they used someone dying of emphysema caused by smoking, they wouldn't sell as many cigarettes, would they?)
Repetition -	Repeating a name, slogan or product over and over in the same advertisement	"Buy it for less at Jammisons" repeated at least four times in the same advertisement OR "He says he didn't know" repeated over and over about a politician in the same advertisement.
Wit and Humor	Giving the audience a reason to laugh or to be entertained by clever use of visuals or language	Geico lizard commercials Cadbury chocolate bar - funny kids