# Propaganda Techniques in Media

1. **Name-Calling**: This technique involves labeling individuals or groups with emotionally charged terms. By attaching negative connotations to them, propagandists aim to evoke strong reactions and sway opinions. For instance, during political campaigns, opponents may be branded as “radicals” or “traitors.”
2. **Glittering Generalities**: Here, vague and positive-sounding words or phrases are used to create an emotional response. These terms lack specific meaning but appeal to our values and aspirations. For example, slogans like “freedom,” “justice,” or “patriotism” are often employed to rally support.
3. **Transfer**: Propagandists associate a person, product, or idea with something positive or negative to influence perception. Celebrities endorsing products or politicians standing near national symbols are examples of transfer. The goal is to transfer the positive feelings associated with one thing to another.
4. **Testimonial**: This technique relies on endorsements from respected figures or ordinary people. By showcasing testimonials, propagandists seek to convince the audience that their cause or product is trustworthy. Celebrity endorsements, customer reviews, and success stories fall under this category.
5. **Plain Folks**: Appealing to the common person, plain folks propaganda portrays leaders or products as relatable and down-to-earth. Politicians may emphasize their humble backgrounds or show themselves engaging in everyday activities to connect with voters.
6. **Card-Stacking**: In this method, only selective information is presented, emphasizing positive aspects while ignoring or downplaying negatives. It’s akin to stacking a deck of cards in favor of a particular viewpoint. Advertisements often use this technique to highlight product benefits while omitting drawbacks.
7. **Bandwagon Appeals**: The bandwagon effect exploits our desire to belong and conform. Propagandists create an illusion that “everyone is doing it” or supporting a cause. By suggesting that joining the majority is the right choice, they encourage people to follow the crowd.
8. **Half-Truths**: Presenting factual information but omitting significant and defining facts to deceive. By selectively sharing only part of the story, propagandists manipulate perception. For instance, a political ad might highlight a candidate’s achievements while ignoring their controversial decisions.
9. **Loaded Words**: Using emotionally charged language to elicit specific feelings and persuade. Loaded words can evoke fear, anger, or sympathy. For instance, describing an immigration policy as “draconian” or “compassionate” shapes public opinion.
10. **Obfuscation**: Intentionally confusing the issue with vague, non-specific language. By avoiding clarity, propagandists create uncertainty and prevent critical analysis. Complex legal jargon or ambiguous statements serve this purpose.
11. **Straw Man Arguments**: This deceptive technique involves constructing an exaggerated or distorted version of an opponent’s viewpoint. By simplifying or misrepresenting their argument, propagandists create a “straw man” that is easier to attack. Instead of engaging with the genuine position, they focus on dismantling this caricature. It’s akin to setting up a flimsy scarecrow to divert attention from the real debate.
12. **Deliberate Manipulation**: Propagandists deliberately select facts, arguments, and symbols (such as words, gestures, banners, music, clothing, and more) to present in ways they believe will have the most impact. Their goal is to shape beliefs, attitudes, or actions.

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