

TYPES OF PROPAGANDA

- **PLAIN FOLKS:** telling the public that you are just like them. (Our recent presidents have all been millionaires, but they try to present themselves as ordinary citizens)
- **TRANSFER:** uses symbols, respected groups to represent your cause (carries over the authority, sanction, and prestige of something we respect and revere)
- **GLITTERING GENERALITIES:** Using words or phrases that mean different things to different people. (Name calling in reverse – tries to make United States approve and accept without examining the evidence.)
- **NAME CALLING:** attaching negative labels to the opposing side hoping that people will reject the person or the idea on the basis of the negative symbol
- **FEAR:** present something terrifying and follow it up with the kind of behavior needed to avoid the disaster
- **TESTIMONIAL:** celebrity endorsement (Many times, the celebrity is not qualified to make a judgment about a particular issue)
- **BANDWAGON:** making the public feel that they are being left out of something. (Everyone else is doing it, so shouldn't you)