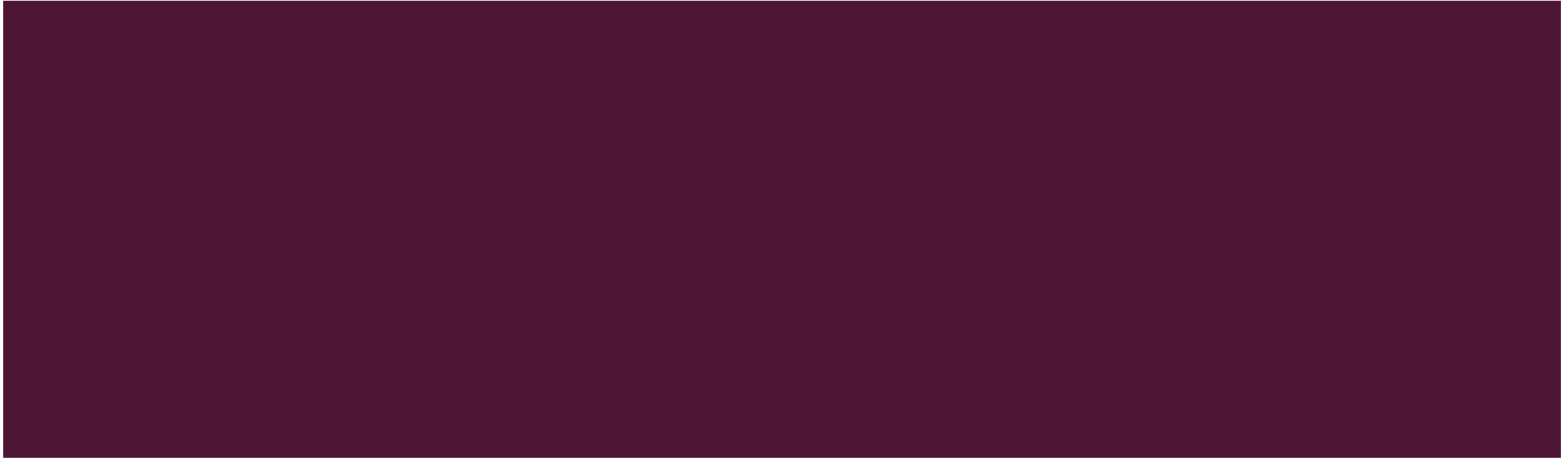




# PROPAGANDA



URGES PEOPLE TO FOLLOW THE CROWD

## ■ Band Wagon



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INFORMATION THAT SOUNDS GOOD BUT IS MEANINGLESS

- **Glittering Generality**



## APPEALS TO COMMON PEOPLE

- Plain Folk



# HAVING THE SUPPORT OF FAMOUS PEOPLE

- Endorsement/Testimonial



USES POPULAR SYMBOLS TO CREATE A POSITIVE OR NEGATIVE CONNOTATION/ASSOCIATION

- Emotional Appeal



PRESENTS ONLY ONE SIDE OF THE ISSUES AND DISTORTS FACTS

## ■ Stacked Cards



ATTACKS A PERSON OR A POLICY WITH A NAME OR LABEL

- Name Calling/  
Mud Slinging

