Module 3: The Influence of Faith on Colonial American Literature Topic 6 Content: Forms of Propaganda Notes

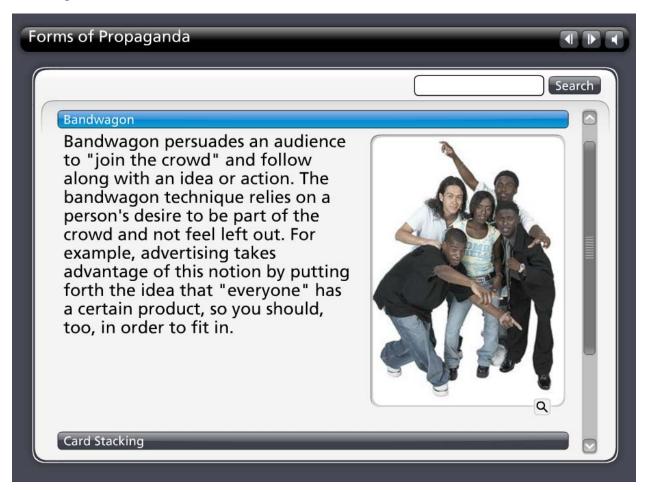
Introduction



Click on the forms of propaganda below to learn more about how each attempts to persuade an audience.



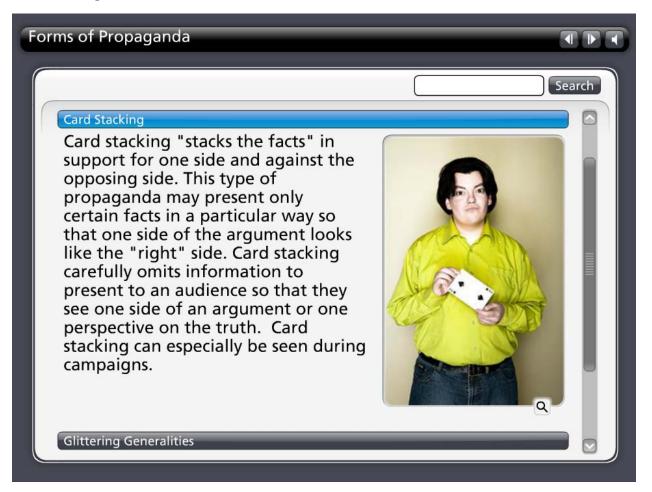
Bandwagon



Bandwagon persuades an audience to "join the crowd" and follow along with an idea or action. The bandwagon technique relies on a person's desire to be part of the crowd and not feel left out. For example, advertising takes advantage of this notion by putting forth the idea that "everyone" has a certain product, so you should, too, in order to fit in.



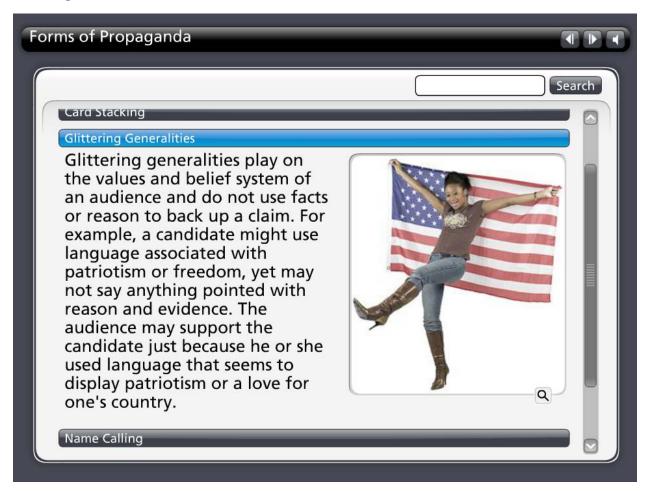
Card Stacking



Card stacking "stacks the facts" in support for one side and against the opposing side. This type of propaganda may present only certain facts in a particular way so that one side of the argument looks like the "right" side. Card stacking carefully omits information to present to an audience so that they see one side of an argument or one perspective on the truth. Card stacking can especially be seen during campaigns.



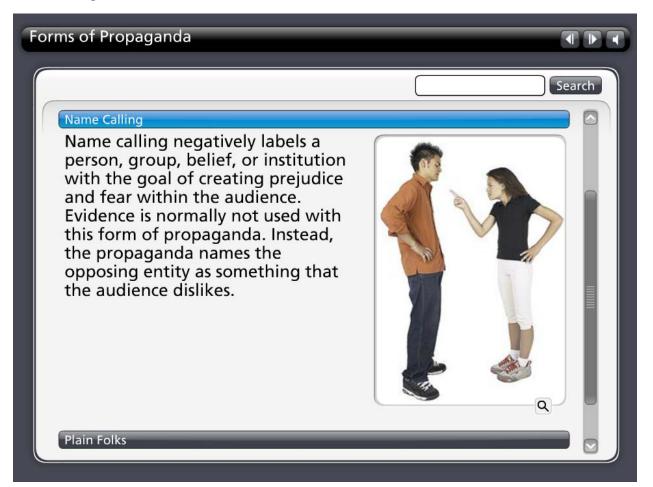
Glittering Generalities



Glittering generalities play on the values and belief system of an audience and do not use facts or reason to back up a claim. For example, a candidate might use language associated with patriotism or freedom, yet may not say anything pointed with reason and evidence. The audience may support the candidate just because he or she used language that seems to display patriotism or a love for one's country.



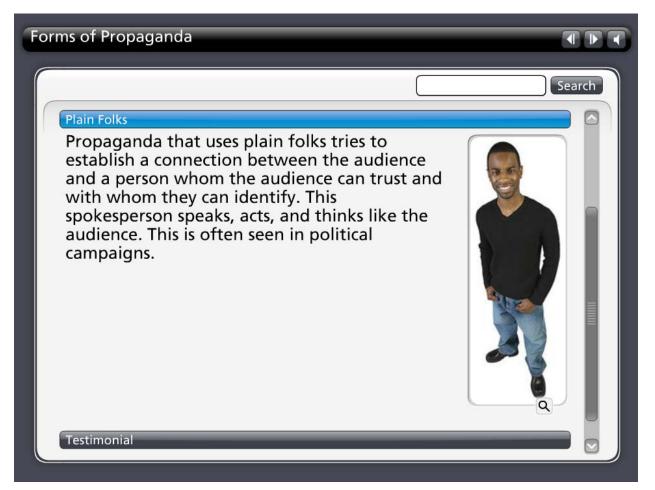
Name Calling



Name calling negatively labels a person, group, belief, or institution with the goal of creating prejudice and fear within the audience. Evidence is normally not used with this form of propaganda. Instead, the propaganda names the opposing entity as something that the audience dislikes.



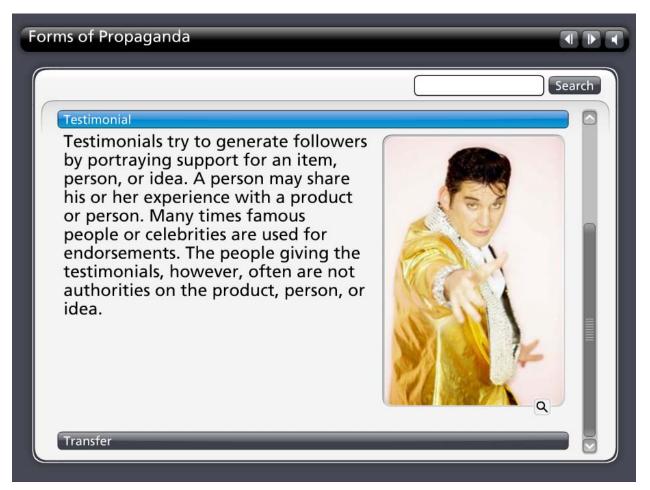
Plain Folks



Propaganda that uses plain folks tries to establish a connection between the audience and a person whom the audience can trust and with whom they can identify. This spokesperson speaks, acts, and thinks like the audience. This is often seen in political campaigns.



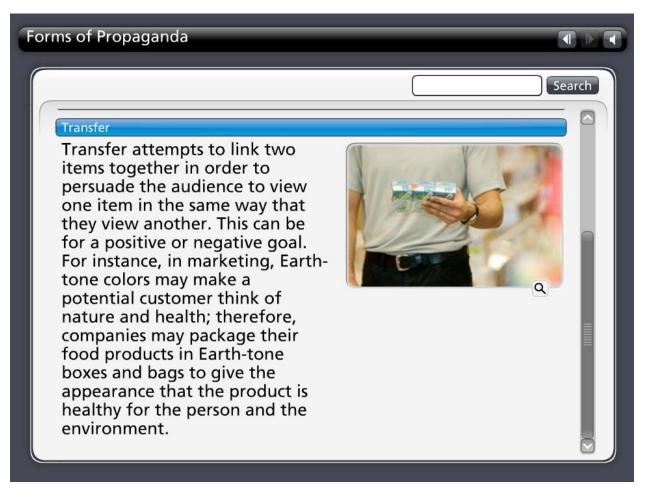
Testimonial



Testimonials try to generate followers by portraying support for an item, person, or idea. A person may share his or her experience with a product or person. Many times famous people or celebrities are used for endorsements. The people giving the testimonials, however, often are not authorities on the product, person, or idea.



Transfer



Transfer attempts to link two items together in order to persuade the audience to view one item in the same way that they view another. This can be for a positive or negative goal. For instance, in marketing, Earth-tone colors may make a potential customer think of nature and health; therefore, companies may package their food products in Earth-tone boxes and bags to give the appearance that the product is healthy for the person and the environment.

