

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

### Introduction

### Forms of Propaganda

  
**Introduction**  


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

- Bandwagon
- Card Stacking
- Glittering Generalities
- Name Calling

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## Bandwagon

Forms of Propaganda

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**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

The image shows a digital interface for a presentation on propaganda. At the top, a dark bar contains the title 'Forms of Propaganda' and navigation arrows. Below this is a search bar with the word 'Search' and a magnifying glass icon. The main content area features a blue header for 'Bandwagon'. To the left of the image is a text box explaining the concept. To the right is a photograph of five diverse young people (three men and two women) posing together in a crowd-like fashion. A vertical scrollbar is on the right side of the content area, and a 'Card Stacking' label is at the bottom.

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## Card Stacking

Forms of Propaganda

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### 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.

A photograph of a man with dark hair, wearing a bright yellow long-sleeved shirt and blue jeans. He is holding a white card with black markings in his hands. The background is a plain, light-colored wall. There is a magnifying glass icon in the bottom right corner of the image frame.

Glittering Generalities

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## Glittering Generalities


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Card Stacking

**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

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## Name Calling

Forms of Propaganda

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**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

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

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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

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## Testimonial

Forms of Propaganda

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**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

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## Transfer

Forms of Propaganda

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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.

A photograph showing a person's torso and arms. They are wearing a light-colored t-shirt and dark pants. They are holding a rectangular product, possibly a box of food or a bag, which has a green and brown color scheme, consistent with the 'Earth-tone' mentioned in the text. The background is blurred, suggesting an indoor setting like a store or office.

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