

Types of propaganda

- Propaganda is anything that is designed to influence your thinking or decision making
- Propaganda is all around us: Twitter, Instagram, Facebook, Pandora, etc.

Name-Calling/ Mud-slinging

Name calling is where you try to influence a decision by making the opposing side or viewpoint look bad



Plain Folks

Plain folks makes the person look like a normal, regular person

Testimonial

Famous people are supporting the person/product, so you should too!



Bandwagon

Everybody else is supporting the person/product so you should too--support a winner!



One-sided data is used to other flatter one side or harm the opposition

Card stacking

Fear

Presents a dreaded circumstance and only one way to avoid it



things go better with Coke



Vague statements, glossing over details with no evidence or explanation

Glittering generalities