What types of propaganda do you see everyday?
Type 1 - Name Calling

- An attack on a **person** instead of an issue
- Pictured - Burger King making fun of their competitor’s sandwich, McDonald’s Big Mac.
Type 2 - Bandwagon

- You want to do this because “everyone” is doing it. Uses peer pressure.
- Pictured - Apple implying their phone is what everyone loves.
Type 3 - Emotional Appeal

- Appealing to your emotions instead of using logic, reason, or facts. Not research proven.
- Video - ASPCA playing sad music with animals to get you to donate.
Type 4 - Transfer

● Taking positive or negative qualities from one group and applying them to another. This commonly uses **symbolism**.

● Pictured - A child’s life being connected to having the best tires for their safety.
Type 5 - Glittering Generalities

- Using “good” labels that are unsupported by facts. Not research proven. Vague phrases in advertising such as “American, patriotic, amazing, beautiful”
- Pictured - Nike’s vague phrase with no product advertised.
Type 6 - Plain Folks

- People who use this product or believe this idea are just like you and me, are **not famous** and are seen as average.
- Lysol Video - A regular group of people working out, cleaning, and using cleaning products.
Type 7 - Testimonial

- Using a **famous** person to endorse a product or idea. **Celebrities** say they like/use the item.
- Video - Lebron and Lil Yachty endorsing Sprite in a funny commercial.
Type 8 - Fear/Demonization

- Using emotions like **fear** that someone/something can’t be trusted. Sometimes it is a real threat (Ex - Public Service Announcements about texting and driving)
- Pictured - An ad about the chemicals inhaled when vaping.
Type 9 - Card Stacking

- Only giving facts about **one** side of a person or product. This is also known as using “**Slant**” because it gives one side a clear advantage.
- Pictured - Verizon making their service appear like it has better coverage when it might not according to the fine print.
WWI Propaganda Analysis

- Analyze each poster.
  - Describe what you see
  - Name the propaganda
  - Explain why you think it’s that type
- Discuss with your group to see if your ideas are similar.
- Afterwards, watch the video clip to the right.