

Propaganda

Definition:

The use of arguments to convince someone of something.

The Intent:

Propaganda is a way of manipulating people.

Regardless of the propagandas intentions (they can be good) propaganda is always bad. It is designed to do your thinking for you.

Another Meaning:

Biased or misleading information used to promote or publicize a particular (political) cause or point of view.

Propaganda Techniques – 1950 (10 minutes)

https://youtu.be/Rq2aCuYSB_c

The Power of Propaganda (10 Minutes)

<https://youtu.be/ohoXZ6EcneA>

Bandwagon

Definition:

Information that suggests everyone is doing it, and you should also (peer pressure).

Another Meaning:

Most people have this or are doing this so you should too.

Example 1:

Buy two tickets to the annual Father and Daughter Dance, and join the hundreds of fathers who have already brightened their daughters' lives.

Additional Examples:

Propaganda technique: Bandwagon (30 seconds)

<https://youtu.be/IWCzaVDJNgQ>

Pditty Pepsi (1:31)

https://youtu.be/zPBs5_ZYTrg?list=PL2Rf1R6EcGZQt1pYA4_T7MUh2zGhVlqDY

I like IKE (1:00)

https://youtu.be/DF9PsMDjc8g?list=PL2Rf1R6EcGZQt1pYA4_T7MUh2zGhVlqDY

Plain Folk

Definition:

Using ordinary people or trying to sound ordinary to sell something or persuade someone to vote or support an idea.

Another Meaning:

Making comparisons to the *Average American*.

Example:

Gem Star Toy Company's challenging game, Vacation Generation, is the board game designed for families just like yours.

Morning in America: Regan

<http://www.youtube.com/watch?v=XMJ90T2rwXU>

Mitt Romney Ad: "American Family" (30 seconds)

https://youtu.be/sOuzLehD2k?list=PLCOr2uQcHW_4ksc0TWrvTBwGUjkJUYvbJ

Oscar Mayer Commercial: 1973 (30 seconds)

https://youtu.be/rmPRHjd3uHI?list=PLCOr2uQcHW_4ksc0TWrvTBwGUjkJUYvbJ

Snob Appeal

Definition:

Attracting people's wants and needs to be part of a special or elite group.

Another Meaning:

Snob appeal refers to the qualities or attributes of a product that might appeal to a consumer with "snobby" tastes.

Example 1:

"Drive in Style, Drive a Lexus."

Example 2:

"Time is Better Spent on a Rolex"

Example 3:

Cigarette ads with big and tough guys smoking cigarettes makes it seem that the consumer, too, could be amongst the elite hearty men who smoke cigarettes.

Example 4:

A perfume advertisement that features a woman dressed in fancy clothes and very expensive jewelry appeals to the "inner snob" by implying that a woman who wears that perfume will be equally as exquisite in appearance.

Ferrari 458 Spider Commercial (3 mins)

<https://youtu.be/VDYQxHLrccQ>

Rolex Commercial: Maxi Yacht Rolex Cup (30 seconds)

<https://youtu.be/DA3YEAxtTxA>

Loaded Words

Definition:

Using words that have strong emotions.

Examples: peace, war, patriotism, freedom, hope.

Example:

Love is a very special feeling, and people **who care deeply** should send Hallmark greeting cards.

Jeep Loaded Words Superbowl

https://youtu.be/LStBj3w1Ou8?list=PLPlr4v_4uqTLdoW9WwOdBmLuVqEA0clcq

Detroit Loaded Words

https://youtu.be/SKL254Y_jtc?list=PLPlr4v_4uqTLdoW9WwOdBmLuVqEA0clcq

Generalization

Definition:

Using vague statements without support.

Additional Meaning:

Employs vague, sweeping statements using language associated with values and beliefs deeply held by the audience without providing supporting information or reason. They appeal to such notions as honor, glory, love of country, desire for peace, freedom, and family values.

Example 1:

Family Feelings is the most powerful and moving book ever written about family relationships.

Example 2:

Ladies and Gentlemen, it is with the greatest pleasure that I welcome you to this most auspicious of occasions. We are gathered here on the brink of a challenge to which we must all rise in concert, for not to do so would be to accept despair, which I will never do and I know you will never accept.

Additional Examples:

McDonald's: "America's Favorite"

http://www.youtube.com/watch?v=s_nHCNT8y8

Testimonial or Endorsement

Definition:

Using an expert or celebrity to sell or support something.

Additional Meaning:

A celebrity or expert that endorses a product, candidate, or idea.

Example 1:

Film star Alan Day says that when it comes to buying birthday gifts for his children, he always chooses books from Ladbroke Publishers catalog of fine publications.

Example2 :

Four out of 5 dentists agree Crest is the best toothpaste.

Additional Examples:

Lebron-Promotes-Healthcare

<http://edmonkey.com/propaganda/lebron-promotes-healthcare/>

Brittany Spears

<http://www.youtube.com/watch?v=aYywiQ3-6To>

Transfer

Definition:

A technique used to carry over the authority and approval of something (usually through images) we respect and revere to something the propagandist would have us accept.



Additional Idea:

Propagandists often employ symbols (e.g., waving the flag) to stir our emotions and win our approval.

EX:

Newport Cigarette Commercial

<https://www.youtube.com/watch?v=KPCMnZ-1HNE>

Pepsi Generation Vintage Commercial

<http://www.youtube.com/watch?v=QWQkf0w5JR4>

Name Calling

Definition:

The use of derogatory (abusive) language and words that carry a negative connotation when describing the enemy.

Additional Meaning:

Saying bad things about your competitor.

Example 1:

That girl is a liar, vote her out.

Example 2:

People who oppose the funding for a new family recreation center are simply stubborn and narrow minded.

Circular Reasoning

Definition:

A sentence or argument that restates rather than proves.

Additional Meaning:

Uses its own conclusion as one of its stated or unstated premises. Instead of offering proof, it simply asserts the conclusion in another form, thereby inviting the listener to accept it as settled when, in fact, it has not been settled.

Additional Meaning:

The point and reasoning are the same (lack of evidence).

Example 1:

A satisfied citizen says: "Richardson is the most successful mayor the town has ever had because he's the best mayor of our history."

Example 2:

A confused student argues: "You can't give me a C. I'm an A student!"

Example 3:

An obvious non-smoker blurts: "Can a person quit smoking? Of course — as long as he has sufficient willpower and really wants to quit."

Seinfeld: Elaine's Circular Reasoning

<https://www.youtube.com/watch?v=8CVbku6nxhU>

The "Straw Man" Fallacy

<https://youtu.be/v5vzCmURh7o?list=PL2170E1E8E7756176>

Red Herring

Definition:

A fallacy argument that distracts from the original topic.

Some may refer to this type of argument as a "smoke screen."

Additional Meaning: Distracting with an unrelated point; "winning an unrelated point by lending attention away from the actual topic."

Example 1:

Mother: It's bedtime Jane

Jane: Mom, how do ants feed their babies?

Mother: Don't know dear. Close your eyes now.

Jane: But mama, do ant babies cry when hungry?

Example 2:

There is a lot of commotion regarding saving the environment. We cannot make this world an Eden. What will happen if it does become Eden? Adam and Eve got bored there!

Example 3:

In business, defending lay offs - "Unfortunately we have to lay off 5% of the workforce. It's important for us to note that the product we create is exceptionally flawless and we thank our manufacturing department for that."

Example 4:

In politics, to defend one's voting past - "While you may have concerns about my votes about the environment, I can assure you that I am an open minded individual. What we should really discuss is my record on votes that expanded educational opportunities for all children."

Logical Fallacy

Definition:

A false or incorrect logical deduction.

Example:

Penguins are black and white.

Old TV shows are black and white.

Therefore penguins are old TV shows.

70's Commercials

<https://www.youtube.com/playlist?list=PLE8505A64D82CA1C4&nohtml5=False>