

## Propaganda Tools

Name Calling- technique links a person, or idea, to a negative symbol. Ex:Fascist, Pig, Bum, Monster, Terrorist

The Glittering Generality -Name Calling in reverse. Making a person or thing sound good or positive.

Euphemisms- Using words that are bland and euphemistic. EX:During war-time, civilian casualties are referred to as "collateral damage," and the word "liquidation" is used as a synonym for "murder."

Transfer device-Using symbols to transfer ideas or emotions. Ex:The cross represents the Christian Church. The flag represents the nation. Cartoons like Uncle Sam represent a consensus of public opinion. Those symbols stir emotions .

Testimonials- Formal statement testifying to someone's character and qualifications. Ex: Like getting a famous football player to talk about how much he likes a certain cereal.

Bandwagon- Everybody is doing it so you should to! Ex: A commercial stating that "Come and watch the movie that america is raving about!"

Fear- Using images or statements that strike fear into the reader. Ex:A television commercial portrays a terrible automobile accident (the fear appeal), and reminds viewers to wear their seat-belts (the fear-reducing behavior).

<http://english.glendale.edu/propaganda.examples.html>

Lets Practice! I will show you a piece of propaganda and you will tell me which tools are used. Please explain your answers.

Explain your answer

Name calling  
Glittering generalities  
Euphemisms  
Testimonials  
Bandwagon  
Fear  
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