**Propaganda Student Handout**

**Types of Propaganda**

There are many techniques commonly used in the dissemination of

propaganda. Use this handout to help you identify different types

of propaganda throughout Cold War.

**BANDWAGON:** The basic idea behind the bandwagon approach

is just that, "getting on the bandwagon." The propagandist puts

forth the idea that everyone is doing this, or everyone supports this

person/cause, so should you. The bandwagon approach appeals to

the conformist in all of us: No one wants to be left out of what is

perceived to be a popular trend.

**EXAMPLE:** Everyone in Lemmingtown is behind Jim Duffie for

Mayor. Shouldn't you be part of this winning team?

**TESTIMONIAL:** This is the celebrity endorsement of a

philosophy, movement or candidate. In advertising, for example,

athletes are often paid millions of dollars to promote sports shoes,

equipment and fast food. In political circles, movie stars, television

stars, rock stars and athletes lend a great deal of credibility and

power to a political cause or candidate. Just a photograph of a

movie star at political rally can generate more interest in that

issue/candidate or cause thousands, sometimes millions, of people

to become supporters.

**EXAMPLE:** "Sam Slugger", a baseball Hall of Famer who led the

pros in hitting for years, appears in a television ad supporting Mike

Politico for U.S. Senate. Since Sam is well known and respected in

his home state and nationally, he will likely gain Mr. Politico many

votes just by his appearance with the candidate.

**PLAIN FOLKS:** Here the candidate or cause is identified with

common people from everyday walks of life. The idea is to make

the candidate/cause come off as grassroots and all-American.

**EXAMPLE:** After a morning speech to wealthy Democratic

donors, Bill Clinton stops by McDonald's for a burger, fries, and

photo-op.

**TRANSFER:** Transfer employs the use of symbols, quotes or the

images of famous people to convey a message not necessarily

associated with them. In the use of transfer, the candidate/speaker

attempts to persuade us through the indirect use of something we

respect, such as a patriotic or religious image, to promote his/her

ideas. Religious and patriotic images may be the most commonly

used in this propaganda technique but they are not alone.

Sometimes even science becomes the means to transfer the

message.

**EXAMPLE:** The environmentalist group PEOPLE PROMOTING

PLANTS, in its attempt to prevent a highway from destroying the

natural habitat of thousands of plant species, produces a television

ad with a "scientist" in a white lab coat explaining the dramatic

consequences of altering the food chain by destroying this habitat.

**FEAR:** This technique is very popular among political parties and

PACs (Political Action Committees) in the U.S. The idea is to

present a dreaded circumstance and usually follow it up with the

kind of behavior needed to avoid that horrible event.

**EXAMPLE:** The Citizens for Retired Rights present a magazine

ad showing an elderly couple living in poverty because their social

security benefits have been drastically cut by the Republicans in

Congress. The solution? The CRR urges you to vote for

Democrats.

**LOGICAL FALLACIES:** Applying logic, one can usually draw a

conclusion from one or more established premises. In the type of

propaganda known as the logical fallacy, however, the premises

may be accurate but the conclusion is not.

**EXAMPLE:**

\* Premise 1: Bill Clinton supports gun control.

\* Premise 2: Communist regimes have always supported gun

control.

\* Conclusion: Bill Clinton is a communist.

We can see in this example that the Conclusion is created by a

twisting of logic, and is therefore a fallacy.

**GLITTERING GENERALITIES:** This approach is closely

related to what is happening in TRANSFER (see above). Here, a

generally accepted virtue is usually employed to stir up favorable

emotions. The problem is that these words mean different things to

different people and are often manipulated for the propagandists'

use. The important thing to remember is that in this technique the

propagandist uses these words in a positive sense. They often

include words like: democracy, family values (when used

positively), rights, civilization, even the word "American."

**EXAMPLE:** An ad by a cigarette manufacturer proclaims to

smokers: Don't let them take your rights away! ("Rights" is a

powerful word, something that stirs the emotions of many, but few

on either side would agree on exactly what the 'rights' of smokers

are.)

**NAME-CALLING:** This is the opposite of the GLITTERING

GENERALITIES approach. Name-calling ties a person or cause to

a largely perceived negative image.

**EXAMPLE:** In a campaign speech to a logging company, the

Congressman referred to his environmentally conscious opponent

as a "tree hugger."