

Types of Propaganda

Propaganda is both an art and a science. The following is a list of techniques propagandists use with a short description of each type.

1. **APPEAL TO AUTHORITY:** Appeals to authority cite prominent figures to supports a position, idea, argument, or course of action.

2. **BANDWAGON:** The basic idea behind the bandwagon approach is just that, "getting on the bandwagon." Either everyone is doing it or supporting this person or cause, so you should too. 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.

3. **TESTIMONIAL:** This is the endorsement of a philosophy, movement or candidate. While celebrities are usually used, it can be people who supposedly "know" about the topic or situation.

4. **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, all-American, for the common man.

5. **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 posters attempt to persuade us through the indirect use of something we respect, such as a patriotic or religious image, to promote specific ideas.

6. **FEAR:** This technique is very popular during wartime. The idea is to present a dreaded circumstance and usually follow it up with the kind of behavior needed to avoid that horrible event.

7. **GLITTERING GENERALITIES:** This approach is closely related to what is happening in TRANSFER (see above). Here, a generally accepted virtue is usually employed (in words or images) to stir up favorable emotions. The problem is that these words (or contested concepts) 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 concepts in a positive sense. They often include words like: democracy, family values (when used positively), rights, civilization, even the word "American."

8. **NAME-CALLING:** This is the opposite of the GLITTERING GENERALITIES approach. Name-calling ties a person or cause to a largely perceived negative image.



"Propaganda Techniques" is based upon "Appendix I: PSYOP Techniques" from "Psychological Operations Field Manual No.33-1" published by Headquarters; Department of the Army, in Washington DC, on 31 August 1979