**PROPAGANDA Techiques**

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|  Name Calling  | Negative words are used to create an unfavorable opinion of the competition in the viewer's mind. | Obama Name Calling.jpg |
|  Glittering Generalities  | Use of virtue words; the opposite of name calling, i.e., links a person, or idea, to a positive symbol. *Examples: democracy, patriotism, family* | "Gittering.jpg |
|  Testimonial/Endorsement | An important person or famous figure endorses a product. | Romney-Endorsement.jpg |
|  Plain Folks  | attempt to convince the audience that a prominent person and his ideas are “one of the regular people” | Just Plain Folk.jpg |
|  Fear | plays on deep-seated fears; warns the audience that disaster will result if they do not follow a particular course of action | Fear Campaign.jpg |
|  Band Wagon  | This technique tries to persuade everyone to join in and do the same thing. | Bandwagon.jpg |