PROPAGANDA vs. Persuasion NOTES

* What is propaganda?

“Propaganda is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, systematic attempt to \_\_\_\_\_\_\_\_\_\_\_\_\_\_ perceptions, manipulate \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and direct behavior to achieve a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that furthers the desired intent of the propagandist.”

* Government propaganda
  + Five characteristics of propaganda
* Propaganda is in the \_\_\_\_\_\_\_\_\_\_\_ of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + “I’m persuading. The other guy is using propaganda.”
* Propaganda has a strong \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ intent.
  + example: PETA, Queer Nation, or the Army of God
* Propaganda is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in nature. It is practiced by organized \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + governments, corporations, social movements, special interests
* Propaganda relies on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_
  + television, radio, Internet, billboards
* Propaganda tends to rely on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ suspect methods of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + deception, distortion, misrepresentation, or suppression of information.
* **Common propaganda techniques**
* *\_\_\_\_\_\_\_\_\_\_\_\_\_ folks appeal* (“I’m one of you”)
* *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* (“I saw the aliens, sure as I’m standing here”)
* *bandwagon \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* (everybody’s doing it)
* *card-\_\_\_\_\_\_\_\_\_\_\_\_\_\_* (presenting only one side of the story)
* *transfer* (positive or negative \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, such as guilt by association)
* *glittering \_\_\_\_\_\_\_\_\_\_\_\_* (idealistic or loaded language, such as “freedom” “empowering,” “family values”)
* *name \_\_\_\_\_\_\_\_\_\_\_* (“racist,” “tree hugger,” “femi-nazi”)
* plain \_\_\_\_\_\_\_\_\_\_\_\_- appeal - Based on the “common man,” “person on the street” or the “little guy”

A politician calls himself a “populist” or “man of the people”

“In this time of change, government must take the side of working families.” (George Bush, address at the Republican National Convention, Sept. 3, 2004.

* testimonials

Anecdotal evidence for diet pills, herbal remedies, new-age crystals, etc.

Anecdotal evidence of alien abductions, psychic phenomena

“I saw what looked to be a hairy human figure, about 6-6 1/2' tall, running behind my bike. Scared the crap out of me, so I hit the throttle and did what I could to get out of there.” (from the *Bigfoot Field Researchers Organizations Website, report # 13424*

* bandwagon effect

a “herd” mentality, following the crowd, or “counting heads”

An employee caught pilfering says, “everyone else does it.”

“A majority of Americans - 57% - say they believe in psychic phenomena such as ESP, telepathy or experiences that can’t be explained by normal means.” (CBS poll, April 28, 2002)

* transfer

Projecting good or bad qualities from one person or group onto another

The positive or negative association will “rub off” on the other person or group

Politicians posing next to the flag, with troops, with veterans to appear patriotic

An ad for a dietary supplement features a researcher in a white lab coat with a clip board to make the product appear more scientific

* glittering generalities

Using virtuous words; democracy, freedom, justice, patriotism, family values, motherhood, progress

Embracing values at a high level of abstraction

* + “change”
  + “green”
  + “reform”

“patriotism is always more than just loyalty to a place on a map or a certain kind of people. Instead, it is also loyalty to America’s ideals – ideals for which anyone can sacrifice, or defend, or give their last full measure of devotion.” Barack Obama, June 30, 2008

* name calling

Ad hominem attacks

tree-hugging liberals, right-wing zealots, femi-nazis, bureaucrats

Barack Obama “palls around with terrorists.” OR “Despite the hysterics of a few pseudo-scientists, there is no reason to believe in global warming” Rush Limbaugh, *See I told You So* (1993)