



# Propaganda Techniques

Used in Political Ads





# Testimonial



- Having a celebrity or famous expert support you
- Similar to why Nike and Gatorade have celebrities in their ads
- The opinion of celebrities is very powerful: “If Obama is good enough for Oprah, he is good enough for me!”



# Bandwagon



- Showing a bunch of people supporting your candidate
- Similar to “Testimonial” except it relies on large numbers of “everyday people” as opposed to a single celebrity
- Effective because people would rather not vote for the loser: “If everyone else is voting for Obama, I probably should too”



# Plain Folks



- Having the candidate meet with the “common man” to show how easily he/she relates to the “average person”
- Examples include having candidate tour an auto plant and meeting the workers, as well as footage of the candidate talking with people at a local diner
- This is important because many candidates are wealthy and ivy league educated and have to make a conscious effort to not be seen as “elitist” or “out of touch”



# Transfer



- Using patriotic, feel-good imagery in the hopes that people will associate those images with the candidate
- Examples- an American flag or amber waves of grain in the background as the candidate talks





# Spin



- Explaining a statistic or event in such a way as to benefit your candidate
- Example- “The fact that Obama made a comment about ‘spreading the wealth’ is proof that he is a Socialist who wants to redistribute all income”





# Card-stacking



- Only talking about the positive accomplishments of a candidate and conveniently avoiding the negative
- Sort of like a positive version of “Spin”





# Labeling



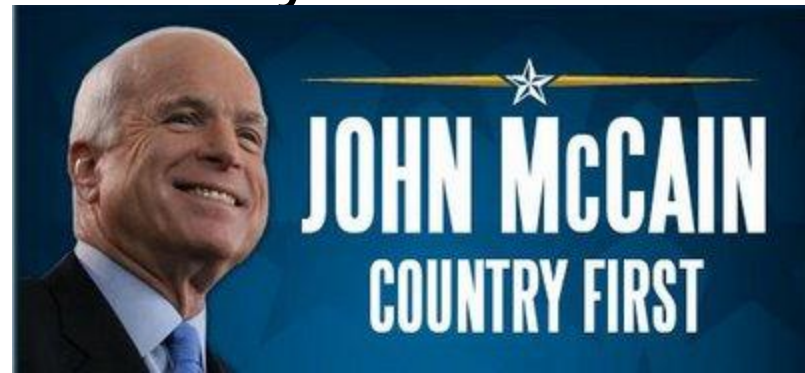
- Calling the opponent something negative in the hopes that the label sticks
- Ex- Obama always talked about the “Bush-McCain” policies in the hopes that people would associate McCain with Bush (who was unpopular at the time),
- Other labels include “Soft on crime”, “Un-American”, or “Flip-flopper”





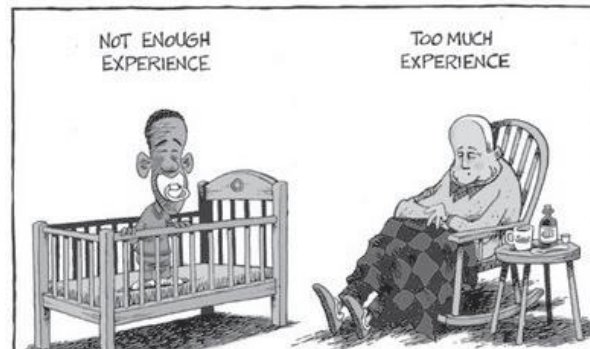
# Glittering Generalities

- This technique always shows the subject of the message in a positive light, but provides little or no information. **Glittering generalities** use simple, clever slogans that appeal to peoples' emotions. These general statements are easy to remember but hard to verify because they offer no facts.



# Name-Calling

- **Name-calling** is exactly what it sounds like: using negative words and bad names to create fear and dislike for people, ideas, or institutions. Name-calling can be verbal or visual. When done visually, it shows a person or thing in an unflattering way. You can find both kinds of this technique in political cartoons, political attack ads, and on news talk shows.



# Answers

*Just because a technique isn't one of the answers doesn't mean it wasn't used (any answer is right as long as it makes sense)*

- 2008 “Fundamentals”  
<https://www.youtube.com/watch?v=6reQLzgywzk>
- 2008 “Original Mavericks”  
<https://www.youtube.com/watch?v=bVlaqCjvLpU>
- 2008 “Country I Love”  
<https://www.youtube.com/watch?v=9aSIW4-YHs8>

- 2004 “Windsurfing”  
<https://www.youtube.com/watch?v=pbdzMLk9wHQ>
- 1988 “Willie Horton (Weekend Passes)”  
<https://www.youtube.com/watch?v=lo9KMSSEZ0Y>
- 1984 “Prouder, Stronger, Better”  
<https://www.youtube.com/watch?v=kO9jpo-WOg0>

- 1964 “Peace Little Girl (Daisy)”

<https://www.youtube.com/watch?v=eekJPO1V4Vk>

# 2008 “Fundamentals”

1. Spin because they take a single general statement McCain made and spin it to make it appear he has no understanding of economics at all
2. Labeling because they showed McCain arm in arm with Bush at the end, implying that McCain was a “Bush Republican”

# 2008 “Original Mavericks”

- Cardstacking because it only mentions the good things McCain and Palin have done
- Labeling, though in a positive sense, as they labeled themselves “Mavericks” in the hopes that people will view them as being willing to change Washington for the better



# 2008 “Country I Love”

- Plain Folks because he gave up a job on Wall Street to help struggling people, and he was shown talking to average folks around a kitchen table and talking to a soldier

# 2004 “Windsurfing”

- Labeling because they imply Kerry is a “Flip-flopper” who changes the way he votes based upon public opinion polls

# 1988 “Willie Horton (Weekend Passes)”

- Labeling- It was implied that Dukakis was “soft on crime” because he allowed Willie Horton passes out of prison

# 1984 “Prouder, Stronger, Better”

- Cardstacking because talked about all the good Reagan’s first term had led to
- Transfer because it had a ton of American flags and other wholesome images (like weddings and folks moving into houses) that people can associate with Reagan

# 1980 “President Ford”

- Testimonial because you have former president Gerald Ford publicly supporting Ronald Reagan

# 1964 “Peace Little Girl (Daisy)”

- Labeling because it implies that Goldwater is soft on national security (so much so that it could lead to a nuclear attack!)

# 1952 “Ike for President”

- Bandwagon because it shows several people (and a variety of people at that) support Eisenhower