# PROPAGANDA: Language Arts & Social Studies

## Common Propaganda Strategies Worksheet

The following are some of the most common strategies used by art directors, graphic designers, copywriters, and producers to create persuasive messages and impact the way you think, act and/or feel.

1.  **Direct Address**
    Directly confronts the viewer to personalize the appeal and tell viewer what action to take.

2.  **Name-Calling or Stereotyping**
    Used without regard to whether the statement is true or not; appeals to our feelings of hatred and fear or arouses prejudices.

3.  **Glittering Generalities**
    Name-calling in reverse; intends to make us approve and accept without examining the evidence; no concrete argument based in fact

4.  **Transfer or Association**
    Projects the positive or negative qualities of a person, entity, object, or value (an individual, group, organization, nation, patriotism, etc.) to another to make the second more acceptable or to discredit it

5.  **Testimonial**
    A respected or hated person says that a given idea, product, or person is good or bad; often uses unqualified sources to support the message

6.  **Identification or "Plain Folks"**
    Attempts to convince the audience that the ideas are good because they are of the common, everyday people – the "plain folks"

7.  **The Bandwagon**
    "Everybody's doing it, and so should you;" manipulates desire to not be left behind

8.  **Card Stacking**
    Selects only the facts that support the position; words taken out of context, and evidence given only supports one viewpoint

9.  **Fear Mongering**
    Warns the audience of ensuing disaster if a particular course of action is not taken or not taken; frequently used by politicians; may also be used for public benefit or good