

Name: _____ Date: _____ Block: _____

Propaganda Techniques

Technique	Description	Example
Ad Nauseam	When an idea or slogan is repeated incessantly until it is accepted as the truth.	
Appeal to Authority	When prominent figures (famous politicians, celebrities, etc) are used to promote a cause	
Appeal to Fear	Building support by harboring anxieties, insecurities, and panic in the intended audience	
Bandwagon	Promoting a point of view by insisting that “everyone else is doing it” or victory is inevitable	
Plain Folks	Conveying that the propagandist’s ideas are the same as the common man or general population	

Technique	Description	Example
Euphoria	Creating or focusing on an event that creates happiness to boost morale	
Glittering Generalities	Using emotionally appealing words while not providing any concrete ideas	
Red Herring	Presenting ideas or issues that are compelling yet completely irrelevant to the cause or argument at hand	
Slogan	A brief, striking phrase used to bring some sort of emotional appeal to the audience	
Transfer	Projecting positive or negative qualities of a person/object on another person/object in order to destroy or bolster reputation	