Common Propaganda Techniques

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| **Technique** | **Definition** | **Example** |
| **Appeal to Ignorance** | Suggesting that if no one has ever proved a particular claim, then it must be true | “Show me a study that proves violence on TV is bad for children.” |
| **Either/Or** | Analyzing a complex situation as if it only has two sides | “Either we buy a dishwasher today or we live with dirty dishes for the rest of our lives.” |
| **Bandwagon Appeal** | Suggesting that if everyone does it or believes it, it must be right or good | “If everyone is fooling around in class, it must be OK for me to do it too.” |
| **Loaded Words** | Using emotionally charged words that will produce strong positive or negative feelings | “Our miraculous new vitamin will change your life forever.” |
| **Broad generalization** | Making a broad statement that something is true about all members of a group | “Kids who don’t play sports are lazy.” |
| **Red Herring** | Changing the subject to distract you from the real argument | “Too much TV is bad for you, but video games are worse.” |
| **Circular Thinking** | Beginning with the very point you’re trying to prove | “That’s a stupid idea because it makes no sense.” |
| **Straw Man** | Exaggerating or oversimplifying the other side so that it can be rejected as ridiculous | “Those citizens who oppose the war car nothing about democracy.” |

1. Appeal to Ignorance

2. Either/Or

3. Bandwagon Appeal

4. Loaded Words

5. Broad Generalization

6. Red Herring

7. Circular Thinking

8. Straw Man

A. *Student:* "But Mom, all my friends are going to the party!"

B. *Mom:* "So if all your friends decided to jump of a bridge, would you?"

C. *Mom:* "Besides, kids who stay out late or go to parties tend to fall asleep in class."

D. *Student:* "Show me a study that says that, Mom, and I'll believe it."

E. *Student:* "Either I go to this party, or I'll be an outcast for the rest of my life!"

F. *Mom:* "Did you do all your homework and study for your math test?"

G. *Student:* "I'll be a loser forever and it'll be all your fault!"

H. *Mom:* "You can't go because I said so.