



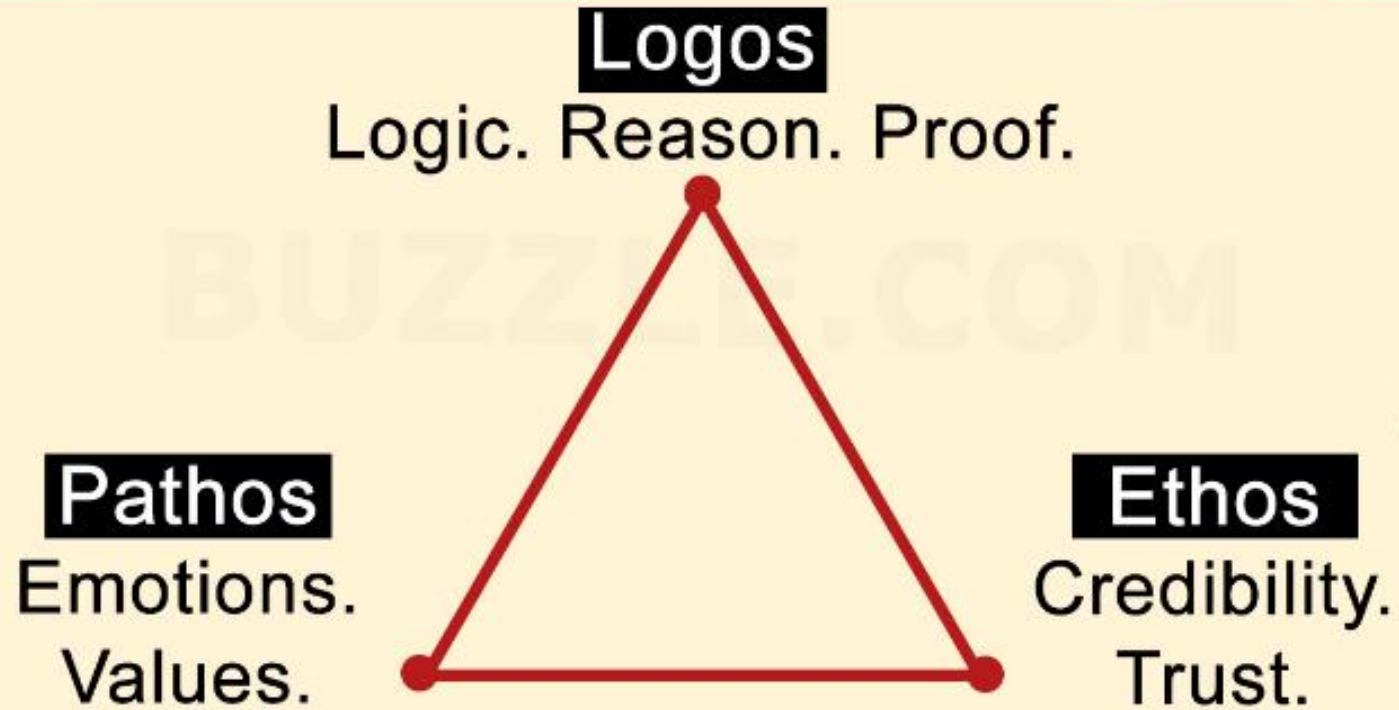
# PROPAGANDA TECHNIQUES & RHETORICAL APPEALS

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1. The Rhetorical Triangle
  - a. Ethos
  - b. Logos
  - c. Pathos
2. Propaganda
3. Name Calling/Pinpointing the Enemy
4. Glittering Generalities
5. Card Stacking
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# ✂ The Rhetorical Triangle ✂



**RHETORICAL APPEALS  
TO PERSUADE**

Appealing to the target audience using...

Ethos- credibility of the speaker/building trust

Pathos- Emotional appeal

- FEAR is an especially powerful emotion

Logos- Logical appeal

# PROPAGANDA

Not always bad!

Definition: The conscious effort to shape public opinion toward a certain ideological position

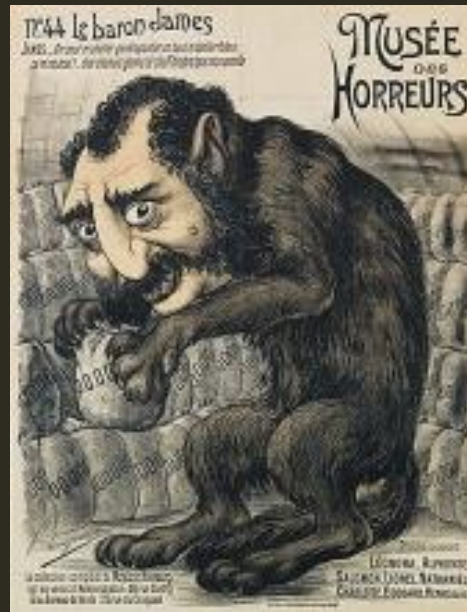


**PLS  
DNT  
TXT  
+  
DRIVE**

A Public Service Announcement  
brought to you by your school + other drivers.

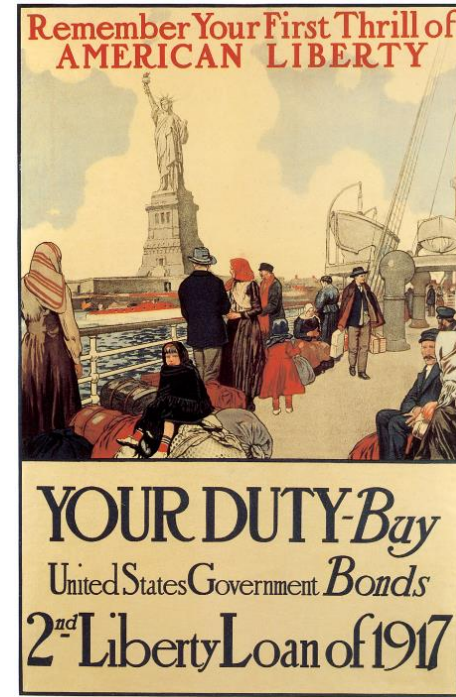
# NAME CALLING/ PINPOINTING THE ENEMY

the use of derogatory images or words that carry a negative connotation when describing an enemy or opponent.



# GLITTERING GENERALITIES

Using specific, positive language or phrases that people can not possibly argue against, such as “freedom” or “Liberty” or “Justice” etc. to persuade the audience to believe a specific idea.



# CARD STACKING

seeks to manipulate audience perception of an issue by emphasizing one side and repressing or omitting another, only presenting ideas in favor of one side.

cherry picking facts that support your side to give an unfair advantage to one POV.



# BANDWAGON

The idea that you should do something because everyone else is doing it.

If you're not doing this thing, you are missing out!

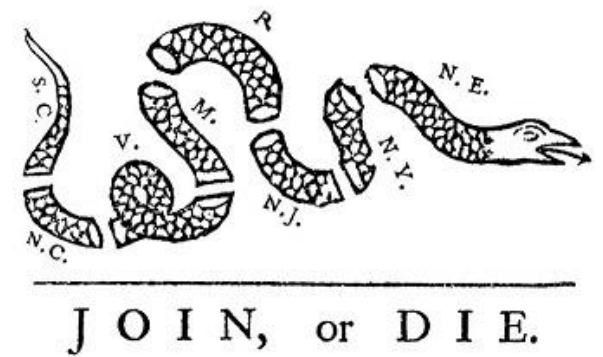
Don't be the outsider-conform and belong!





# FALSE DILEMMA

a propaganda technique in which something is falsely claimed to be an "either/or" situation, when in fact there is at least one additional option.



# PLAIN FOLKS

the speaker presents him or herself as an average Joe — a common person who can understand and empathize with a listener's concerns. “I’m just like you!”

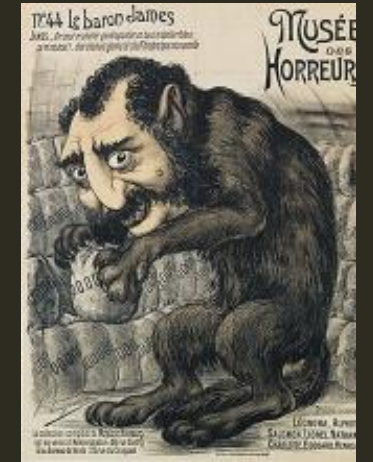
using everyday people to represent their products or ideas.



# ASSOCIATION

Associating a certain idea, person, or product with particular values, beliefs, etc.

Can be positive or negative to create the desired effect on target audience



# SIMPLIFICATION

Distortions of truth that **overly simplify** a complicated situation.

This can result in the formation of stereotypical images which are often **distortions of the truth** and which can lead to opinions based on **prejudice**.  
Ex: Throwing around the term “terrorist” loosely.

# ASSERTION

Making a statement as fact that is impossible to be measured.

Ex. Purple is the best color in the world!



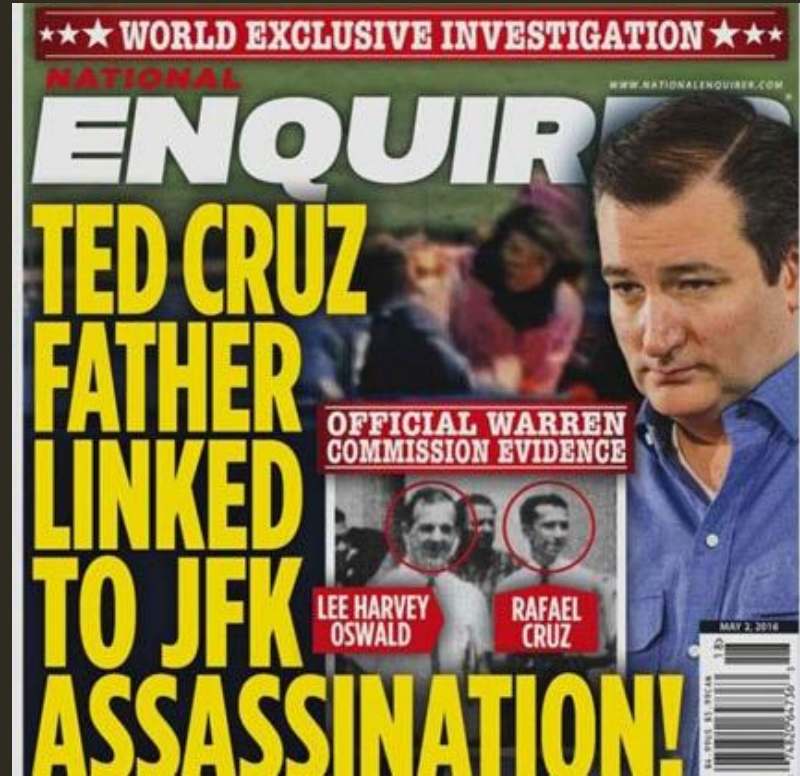
# EMOTIVE LANGUAGE OR IMAGES

The use of powerful words, phrases, or images that evoke specific emotions within the target audience to persuade them through emotion as opposed to logic.

“Trigger words”

Use of children

Attention grabbing headlines



Don't Let That Shadow Touch Them  
*Buy* **WAR BONDS**

# QUESTIONING

Asking the target audience a specific question to persuade them

Call to action

Appeals to fear, patriotic feelings, or other strong emotions



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# PROPAGANDA/AD ANALYSIS PRACTICE

Questions to consider:

Who is the target audience?

What is the purpose of the text?

What techniques are being used in this advertisement?

What appeals are being used to persuade?

What images stand out to you as persuasive and powerful? Why?



# EXAMPLES



# ASPCA COMMERCIAL

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<https://www.youtube.com/watch?v=IO9d2PpP7tQ>

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Join

# Captain America

AND THE

Collider Team



**FIGHT FOR FREEDOM  
IN EUROPE AND THE PACIFIC**

BUY YOUR  
WAR  
BONDS



**JOIN TODAY**



**SEE ACTION TOMORROW**

BROUGHT TO YOU  
BY YOUR LOCAL  
RECRUITING OFFICE



**IS HE YOUR CHILD?**  
you don't want this!



*Buy* **WAR BONDS**  
before is **TOO LATE!**

# PIZZA FARM

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<https://www.youtube.com/watch?v=0weSjPKi4cs>

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