

# Political Propaganda

---

# Propaganda

---

- **Propaganda- ideas that may involve misleading messages designed to manipulate people**
- **What do you know about political advertising?**
- **Do you remember any of the pictures, words, or phrases from the last election?**
- **Can you think of examples of political propaganda?**

# Mass Media

---

- **Mass Media- communicates to many people at one time**
- **Print Media**
  - Newspapers, Magazines, Books
- **Electronic Media**
  - TV, Radio, Internet

# 7 Types of Political Propaganda

---

- **Bandwagon**
- **Name-Calling**
- **Endorsement**
- **Stacked Cards**
- **Glittering Generality**
- **Just Plain Folks**
- **Fear**

# Bandwagon



- **Definition:**
  - Convincing people that everyone agrees with a view or candidate
- **Characteristics:**
  - Widespread support
  - Winning team
  - Don't be left behind



# Bandwagon cont.

---

- **Wolverine (Bush, 8)**
- <http://www.livingroomcandidate.org/commercials/1992>
- **I Like Ike (Eisenhower, 1)**
- <http://www.livingroomcandidate.org/commercials/1952>

# Name-Calling



- **Definition:**
  - The use of derogatory language or words that negatively portray the opponent
- **Characteristics:**
  - Label the target
  - Uses sarcasm and ridicule



# Name Calling

- **Maverick No More (Obama, 3)**
- <http://www.livingroomcandidate.org/commercials/2008>
- **Strong (McCain, 12)**
- <http://www.livingroomcandidate.org/commercials/2008>
- **Any Questions (Bush, 9)**
- <http://www.livingroomcandidate.org/commercials/2004>



# Endorsement



- **Definition:**
  - Connects a liked person or group to a candidate
- **Characteristics:**
  - Verbal, physical, or monetary support

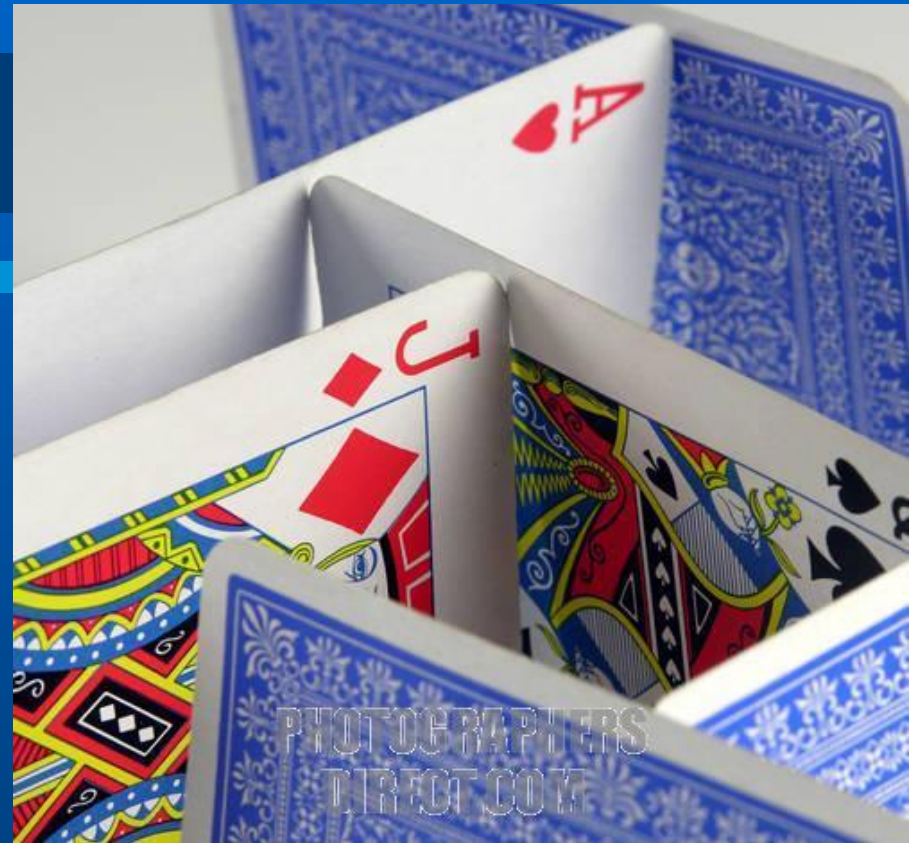
# Endorsement

---

- Yes We Can (Obama, 2)
- <http://www.livingroomcandidate.org/commercials/2008>
- Mamie (Nixon, 7)
- <http://www.livingroomcandidate.org/commercials/1972>

# Stacked Cards

- **Definition:**
  - Presenting only one side of an issue
- **Characteristics:**
  - Makes the candidate look really good and the opponent really bad
  - Alter and distort facts and statistics



# Stacked Cards

- Down (Gore, 3)
- <http://www.livingroomcandidate.org/commercials/2000>
- Arkansas 2 (Bush, 2)
- <http://www.livingroomcandidate.org/commercials/1992>
- Mondale (Ticket, 1)
- <http://www.livingroomcandidate.org/commercials/1984>

# Glittering Generality



- **Definition:**
  - A statement that sounds good but is essentially meaningless
- **Characteristics:**
  - Vague
  - Positive and upbeat
  - Slogans or catchphrases



# Glittering Generality

- Hopeful (Bush, 8)
- <http://www.livingroomcandidate.org/commercials/2000>
- Train (Reagan, 1)
- <http://www.livingroomcandidate.org/commercials/1984>

# Just Plain Folks



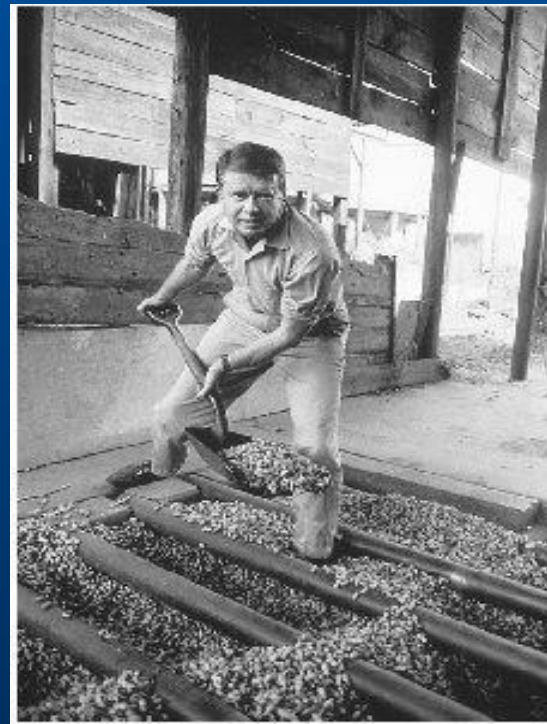
- **Definition:**

- Make the average person think the candidate is just like them



- **Characteristics:**

- Using family, background, and hard work



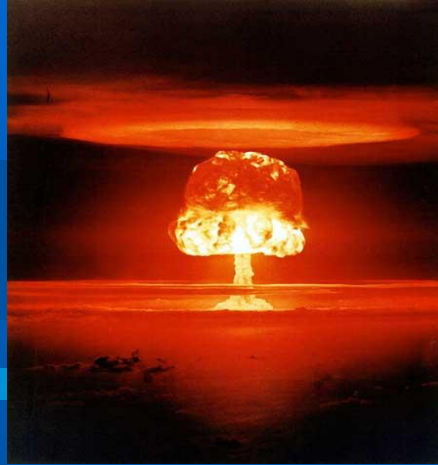
# Just Plain Folks

---

- **Journey (Clinton, 2)**
- <http://www.livingroomcandidate.org/commercials/1992>
  
- **South (Carter, 5)**
- <http://www.livingroomcandidate.org/commercials/1976>



# Fear



- **Definition:**

- Scare people into voting for one candidate and not the other

- **Characteristics**

- Your way of life is in danger
- Use pictures, sounds, words to arouse fear

World War III  
Will it Begin in the  
Middle East?



# Fear

- **Finish It (Bush, 17)**
- <http://www.livingroomcandidate.org/commercials/2004>
- **Revolving Door (Bush, 7)**
- <http://www.livingroomcandidate.org/commercials/1988>
- **Peace Little Girl (Johnson, 2)**
- <http://www.livingroomcandidate.org/commercials/1964>

## THE BANDWAGON

We're Sure to Win!



"Polls show our candidate is pulling ahead, and we expect to win in a landslide."

## NAME-CALLING

DO NOT VOTE FOR "A"



"Candidate A is a dangerous extremist."

## ENDORSEMENT

MISS OHIO SAYS...  
"VOTE FOR B"



Popular beauty queen says, "I'm voting for Candidate B and so should you."

## STACKED CARDS



"Candidate C has the best record on the environment."

## GLITTERING GENERALITY



"Candidate B is the one who will bring us peace and prosperity."

## JUST PLAIN FOLKS



"My parents were ordinary, hardworking people, and they taught me those values."