

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

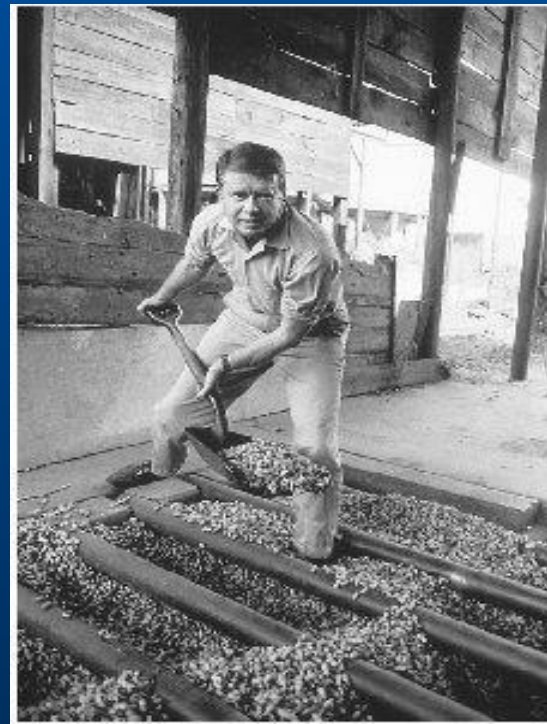


- **Definition:**

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

- **Characteristics:**

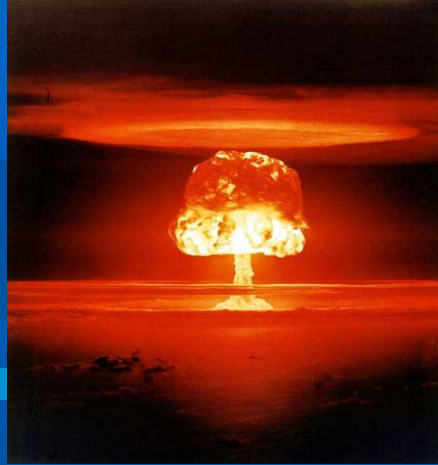
- Using family, background, and hard work



Just Plain Folks

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

Fear

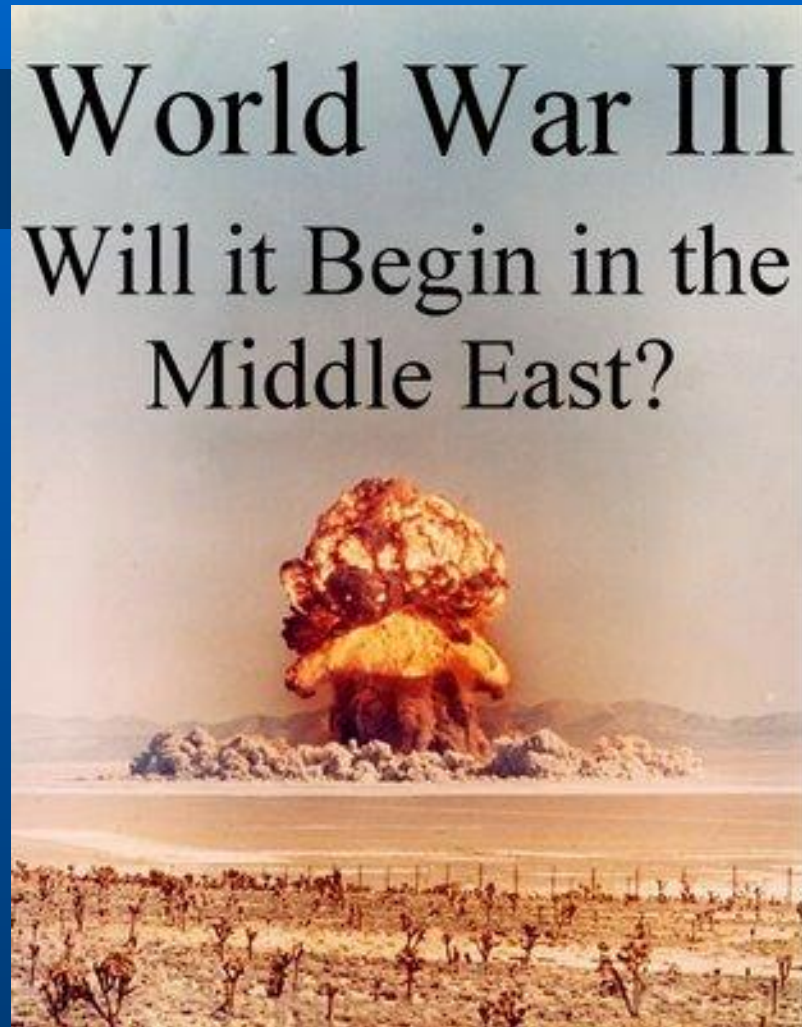


- **Definition:**

- 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



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



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

NAME-CALLING



"Candidate A is a dangerous extremist."

ENDORSEMENT



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."