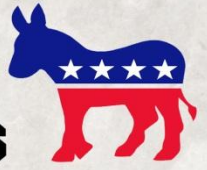


THE PLAY BY PLAY POLITICAL PROPAGANDA ANALYSIS



Appeal to Fear

With this technique, you persuade people with fear by saying, “If you vote for my opponent, something terrible will happen.

Personal Attack – Ad Hominem

This is a technique in which you argue against your opponent’s ideas by attacking your opponent’s character with claims that may or may not be true.

Loaded Words

This technique relies on using words with strong positive or negative connotations. Name calling is an example. So is any use of a word that has a powerful emotional connotation.

Glittering Generalities

This technique uses positive-sounding words that seem important but mean very little and are impossible to prove or disprove.

Red Herring

This is a technique in which you distract the audience from the issue at hand by changing the subject to a completely unrelated issue.

Transfer

In this technique, you try to take the positive or negative feelings associated with a particular symbol or image and tie those feelings to a candidate—either yourself or your opponent.

Quotes out of Context

This technique consists of using only part of a quotation from your opponent and editing it in such a way that makes the statement sound worse than it originally was.

Card Stacking

This technique refers to arranging a deck of cards so that you end up dealing yourself all the good ones. It consists of focusing only on key words or statistics that help your case and leaving out any words or statistics that hurt your case. It's a way of telling half of the truth.

Repetition

With this technique, you make a statement over and over again until it sticks in people's heads (even if it isn't true.) IN campaigns, these are often called "talking points"—simple, easy-to-remember statements that get repeated endlessly.

False Cause

This technique implies that because B came after A, A must have caused B—even though the two events might be completely unrelated. It's often a way of blaming an incumbent for things that happened during his first term that he had no control over.

Arguing from Ignorance

This technique is a way of saying that your claim must be (or might be) true only because no one can prove that it isn't true.

Appeal to Emotions

In this technique, you try to incite strong emotions using specific stories or images. Often, an appeal to emotions takes the form of a tragic or inspiring personal story.