

_____ : Practical methods for communicating a message with a mass, or large group, of people

- ⊙ Includes newspapers, magazines, film, billboards, radio, television, etc

_____ : A form of persuasion that deliberately discourages people from thinking for themselves

- ⊙ Widely used in advertising and campaigning
- ⊙ An intelligent and informed audience recognizes propaganda as a persuasion tool

_____ : Specific group of people to whom you are trying to sell your product or service

- ⊙ Narrows your audience by **gender, age, and lifestyle/occupation.**
- ⊙ Marketing firms and campaign teams use target audiences to make their advertisements more direct and meaningful.

Advertising (Propaganda) Techniques

_____ : An appeal for the subject to follow the crowd, to join in because others are doing it as well

_____ : Only presenting information that is positive to an idea or proposal and omitting information contrary to it

_____ : The use of vague, sweeping statements (often slogans or simple phrases) using language associated with values and beliefs deeply held by the audience without providing supporting information or reason

_____ : Use of derogatory language or words that carry a negative connotation when describing the enemy

_____ : Attempt to convince the public that his views reflect those of the common person and that they are also working for the benefit of the common person

_____ : Quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product or item

_____ : Plays on the audience's emotions—often pity or fear

_____ : Uses statistics or research data to “prove” the point

- ⊙ Often uses “doctor” character to increase audience trust

_____ : An attempt to make the subject view a certain item in the same way as they view another item, to link the two in the subject's mind

_____ : An enthusiastic or energetic statement presented as a fact, although it is not necessarily true.

- ⊙ Often implies that the statement requires no explanation or back up, but that it should merely be accepted without question.

_____ : the use of a graphic, color, slogan or jingle multiple times within an ad, in an attempt to get it to “stick” in the mind of the consumer.

_____ : Product is shown in rich or luxurious setting

- ⊙ Implies only the best people can have the product