Techniques of Propaganda & Persuasion

“All propaganda is a lie, even when it’s telling the truth.”

Robert A. Heinlein

Techniques:
- Assertion
- Bandwagon
- Card Stacking
- Glittering Generalities
- False Dilemma
- The Lesser of Two Evils
- Name-Calling
- Pinpointing the Enemy
- Plain Folk
- Testimonials
- Transfer

Applications:
- The Desire for Love and the Fear of Rejection
- The Desire for Prosperity and the Fear of Powerlessness
- The Desire for Immortality and the Fear of Death

Positive Uses of Propaganda
- Evoking Sympathy and Inspiring Generosity
- Promoting Civic Responsibility

Negative Uses of Propaganda
- Provoking Fear and Hostility

Dehumanization and the Violation of Human Rights
- Promoting Discrimination, Violence, and Property Violation
- Deification, and more

“You can sway a thousand men by appealing to their prejudices quicker than you can convince one man by logic.”

George Orwell

“Fake News
Real News”

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