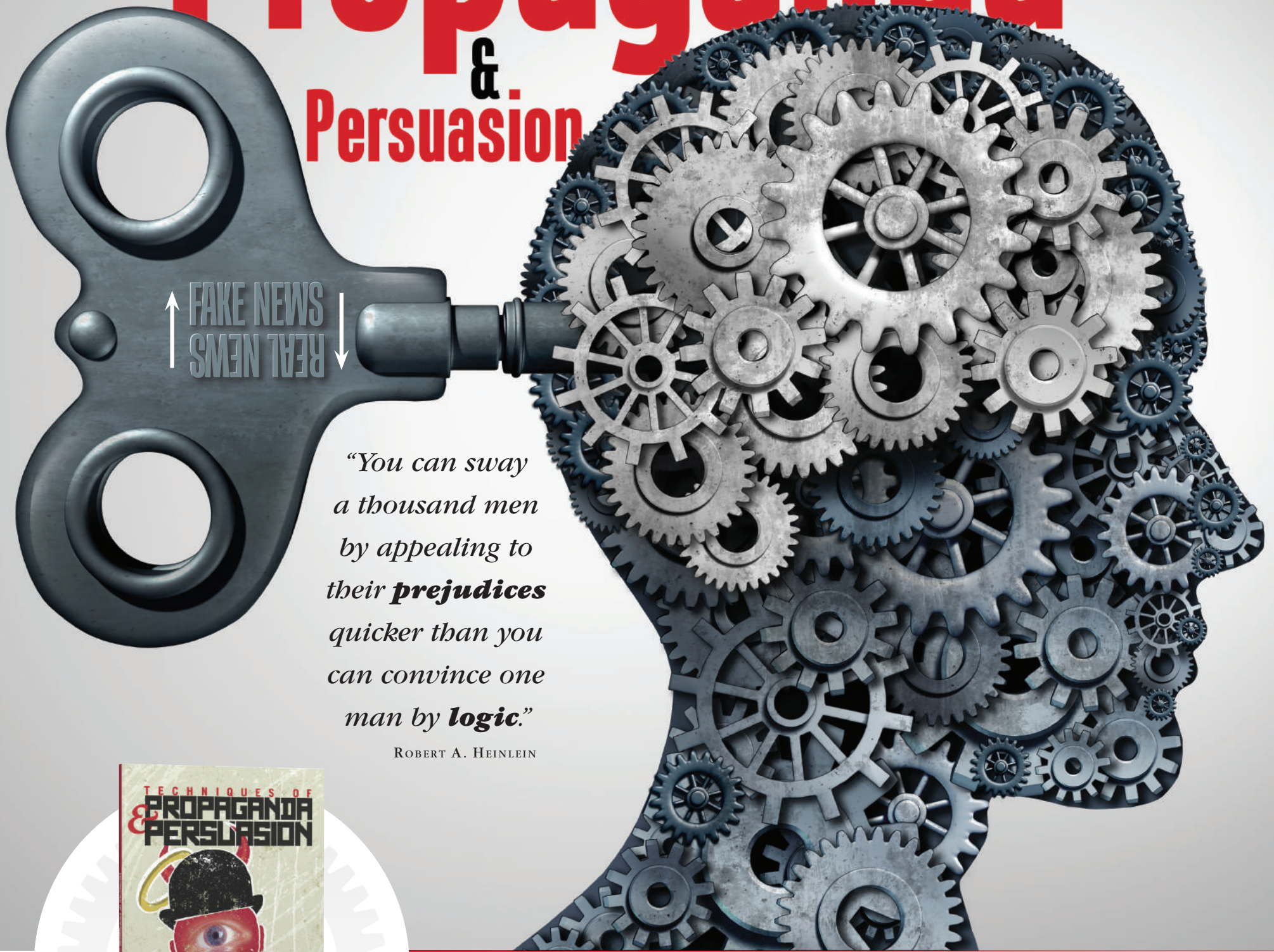


# Techniques of Propaganda & Persuasion



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

ROBERT A. HEINLEIN



*"All propaganda is a lie, even when it's telling the truth."*  
GEORGE ORWELL

## Techniques:

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

## Applications:

- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"> <li>⊗ The Desire for Love and the Fear of Rejection</li> <li>⊗ The Desire for Prosperity and the Fear of Powerlessness</li> <li>⊗ The Desire for Immortality and the Fear of Death</li> </ul> | <p><i>Positive Uses of Propaganda</i></p> <ul style="list-style-type: none"> <li>⊗ Evoking Sympathy and Inspiring Generosity</li> <li>⊗ Promoting Civic Responsibility</li> </ul> <p><i>Negative Uses of Propaganda</i></p> <ul style="list-style-type: none"> <li>⊗ Provoking Fear and Hostility</li> </ul> | <ul style="list-style-type: none"> <li>⊗ Dehumanization and the Violation of Human Rights</li> <li>⊗ Promoting Discrimination, Violence, and Property Violation</li> <li>⊗ Deification, and more</li> </ul> |
|--|--|---|