Chapter 10 Notes

I had trouble in this chapter so I am typing down notes for a future reference.  (All notes are from the book)

**Detecting Propaganda**

Bandwagon: you are doing it because everyone else is doing it.

            Example: Old-fashioned parades usually began with a large wagon carrying a brass band. Therefore, to “jump on the bandwagon” means to join a parade or to do what many others are doing.

Testimonial: Famous people promoting and selling a product, they aren’t experts about.

            Example: The idea behind the testimonial approach is that the testimony of famous people influences the viewers that admire these people. In addition, these people are not necessarily experts about the products, or the political issues, they promote.

Transfer: People associate themselves with something that people admire, desire, or love.

            Example: A political candidate holding a sign saying “Vote for Me” and standing next to a beauty queen wrapped in a U.S.A. banner.

Plain Folks: Politicians present themselves as ordinary and not wealthy.

            Example: The presidents of some companies appear in their own ads, trying to show that their giant corporations are just family businesses run by ordinary folds. Also, a company will sometimes show a product being used by ordinary people to suggest that the product appeals to regular folks.

Name Calling:  Use of negative comments to turn people against a rival product.

            Example: A political candidates labeling an opponent “soft,” “radical”, or “wimpy”

Glittering Generalities:  Cannot be proven true or false because no evidence is offered to support the claim.

            Example: General words such as “great” magical or ultimate. “Simply the best” an ad might say about a certain television set but no specific evidence of any kind if offered to support such a generality.