

Persuasion Techniques



Propaganda and
Advertising

What is propaganda?

A means of convincing people:

- to buy a certain product
- to believe something or act in a certain way
- to agree with a point of view

Common persuasive techniques often used in advertising

- Transfer
- Bandwagon
- Loaded/Emotional Words
- Testimonial
- Name Calling
- Plain Folks
- Snob Appeal
- Misuse of Statistics/Card Stacking
- Appeal to Fear

Transfer Technique

- Objects or other people are shown with the product or candidate being “sold” in hopes that your good feeling for those objects or people will transfer onto the product or candidate.
- **THE *TRANSFER* OF GOOD FEELINGS FROM A BACKGROUND OBJECT TO THE MAIN OBJECT.**

Transfer Examples:



Transfer

- Associate with other people or groups that already have high trust and credibility. Show that you aspire to similar ideals. Become a member of auspicious organizations. Be seen with trustworthy people. Name-drop and quote them. Show that you have friends in high places. Show how you are like them. Associate with other people or groups that already have high trust and credibility. Show that you aspire to similar ideals. Become a member of auspicious organizations. Be seen with trustworthy people. Name-drop and quote them. Show that you have friends in high places. Show how you are like them.
- .

Transfer Example



The sea drapes a lacy lei of white spray along the curving, palm-fringed shoreline of Keanae on the Island of Maui.

The Islands of
HAWAII
...just a wish away

In this happy land, welcome is said with a word of fondness and affection—Aloha. Hawaii invites you to share its beauty, just 4½ hours by jet, 4½ days by ship from the West Coast. See all our Islands—Kauai, Maui, Hawaii are only minutes from Honolulu. On each you'll find brilliant scenery, friendly climate, sunny smiles that make our land so bright.

SPRINGTIME IS A TIME TO SEE: Spring comes early and lingers long in Hawaii and our land is never more fresh and fragrant—nor more full of fun.

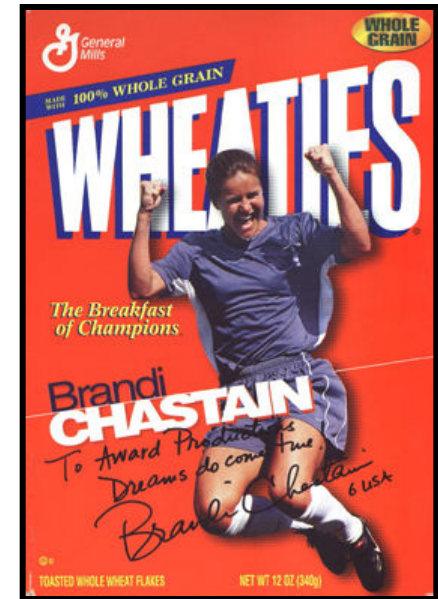


See your Travel Agent, Airline or Steamship Representative or write **HAWAII VISITORS BUREAU** Dept. D-3, Honolulu, Hawaii for colorful folder • Offices in New York, Chicago, Los Angeles

Transfer Example

- *As I was saying to the President, it is so important that we bring our forces together. He agreed, of course and we will be taking it forward next week.*
- *Ladies and Gentlemen, I'd like to introduce my good friend Brad Pitt. Brad and I go way back and he's kindly come here today to tell you what I'm really like*

Transfer: Use of a product is credited for creating a positive result.



Bandwagon

A statement suggesting that everyone is using a specific product, so you should, too!

Being “in the group” makes you feel secure.

Bandwagon Examples



Bandwagon Examples



This technique tries to persuade everyone to join in and do the same thing.

It's time to join in →



UNLIMITED  CALLING

Talk to any Verizon Wireless customer anytime without using any of your allowance minutes from within the IN Calling Rate & Coverage Area.

Plus, Unlimited Night & Weekend Minutes

All this includes **400 anytime minutes** to use however you want when you sign up on America's Choicesm calling plan \$39.99 monthly access or higher. 1- or 2-year Customer Agreement required.

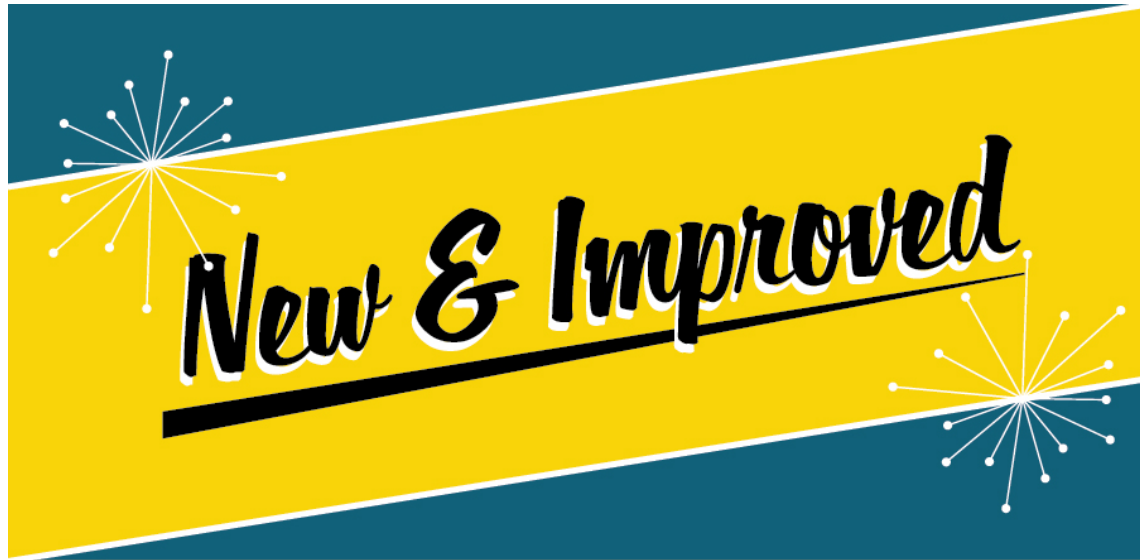
Loaded / Emotional/Words and Glittering Generalities

Loaded Words = Words that will make you feel strongly about someone or something (fear, desire for success, excitement, being part of a group).

Loaded Words can be Glittering
Generalities

Glittering Generalities=Words that “glitter”
but give no details about the product.

EXAMPLE



Loaded Words

- **Loaded words:** Using words with strong connotations -whether negative or positive.

The Cliffs at Glassy golf course, designed by golf course architect Tom Jackson, opened in 1993. In 1995, *Golf Digest* named the course "**Fourth Most Scenic In The Nation**" behind only Cypress Point, Pebble Beach and Augusta National. Located atop a 3,000-foot plateau on Glassy Mountain, South Carolina, **the views from this South Carolina golf course are as breathtaking as the impeccably manicured bent grass tees, greens and fairways.**



Examples



Safe...Caring...Qualified

Developmental Education Curriculum
Infant - 6 years (Year Round)

- Music
- Dance
- Field Trips
- Arts & Crafts
- Potty Training
- Physical Activity
- Nutritious Meals & Snacks
- 6:30 am - 7:00 pm

- *High Teacher to Child Ratio
- *Ultra Safe Child Friendly Facilities
- *Certified, Degreed Faculty
- *Loving, Caring People

 **The Panda Daycare School**
3650 Main Street Fairfax
378-8386



Help us mend
their broken
hearts.

Even **60¢ a day** will help
us give abused animals a
second chance at life.

ASPCA

Make A Monthly Gift



HE'S SO SICK,
HE COULD DIE
BEFORE YOU GET
TO WORK.

A baby like Nirob dies every six minutes in Bangladesh because healthcare is out of reach. But, right now, you can give £5 to help build a life-saving clinic.

TEXT **BABY**
TO **70008** NOW.

NO CHILD **BORN TO DIE**

 **Save the Children**

Text sent to 70008 is charged at 15p per text plus a 15p network charge. The cost will be shown on your mobile phone bill. Save the Children is a registered charity. For more information visit www.savethechildren.org.uk. © Save the Children 2011. All rights reserved. Save the Children is a registered charity. For more information visit www.savethechildren.org.uk. Save the Children is a registered charity. For more information visit www.savethechildren.org.uk.

Loaded Words.....



Testimonial

A well-known person or a previous customer supports a product or service.



Examples



Testimonial from Customer

Nutrisystem®

CAROLINE
lost
105 lbs
In 12
Months



Results not typical. Individual results will vary. Results based on Original Nourish Program.

NutriSystem® Anniversary 6 Week w/Weekends Off Meal Plan



HAIRCLUB®

HAIRCLUB.COM

Professional hair transplantation services provided by the affiliated physicians of the Bosley Medical Group®

More examples



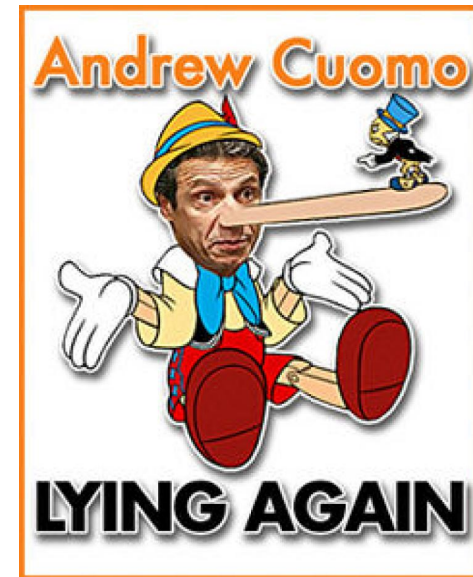
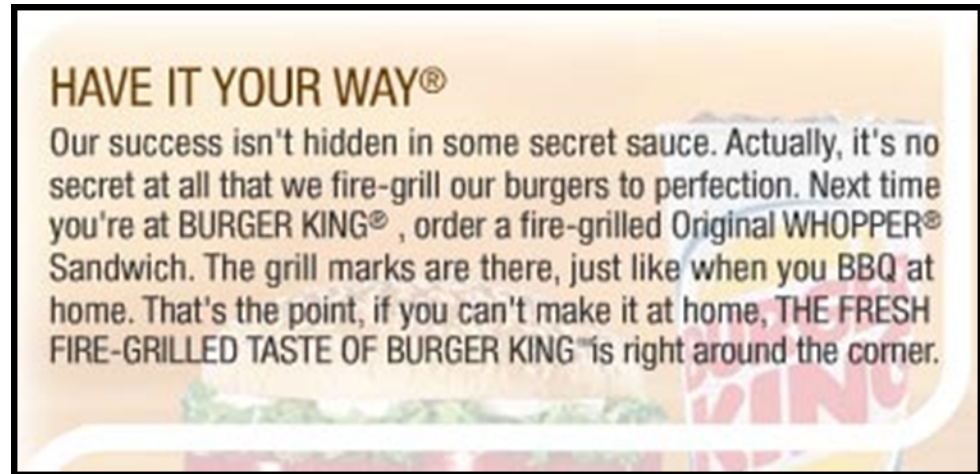
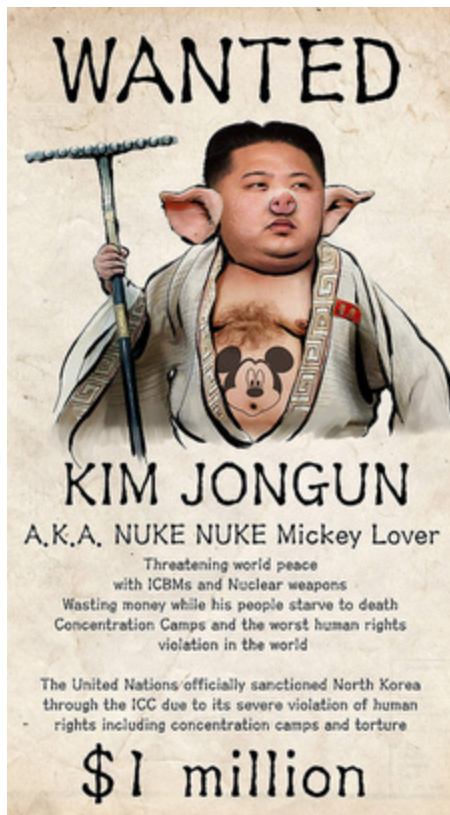
Name Calling

Is used to create fears and cause prejudices in the viewers with the idea that the bad names will cause people to construct a negative opinion about a group or product. This technique is used more often in politics than advertising.

Example



Name calling can be implied through an unflattering image or negative words.



Name Calling....



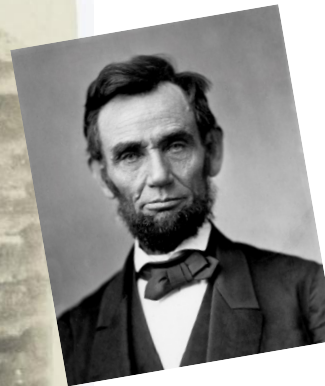
Example



Plain Folks

When a company tries to show it is “just like you”

Persuasive device especially favored by politicians!



Abraham Lincoln made this technique famous.

Political Examples



Example



Subway Five Dollar Footlong Advertisement

Plain Old Mom Folk

Join the
**"McDonald's
Mom's Quality"**
team

and you could become a
**McDonald's Mom's Quality
Quality Ambassador!**

Are you a mom?
Well, McDonald's wants you to
be "what we're made of"
fun, happy meals to enjoy
together. It's a really new way
to share your love for
your mom's business.

Plain Folk Ad

ell!

read message:

and voice mails

topics

[Hide]

- l (AP)
- y Year (AP)
- rtives (AP)
- le check (AP)
- least 12 Afghans (Reuters)

cks today

ay Movie Guide lets you

0% of 1.0GB

ADVERTISEMENT



McDonald's® Premium Chicken
Ranch BLT

so good, it's almost **embarrassing**

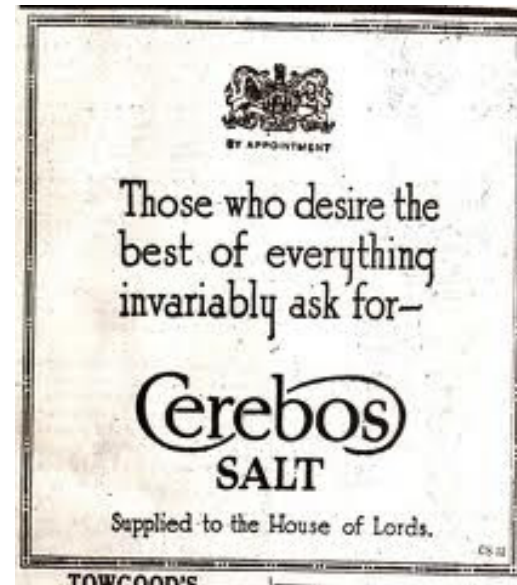
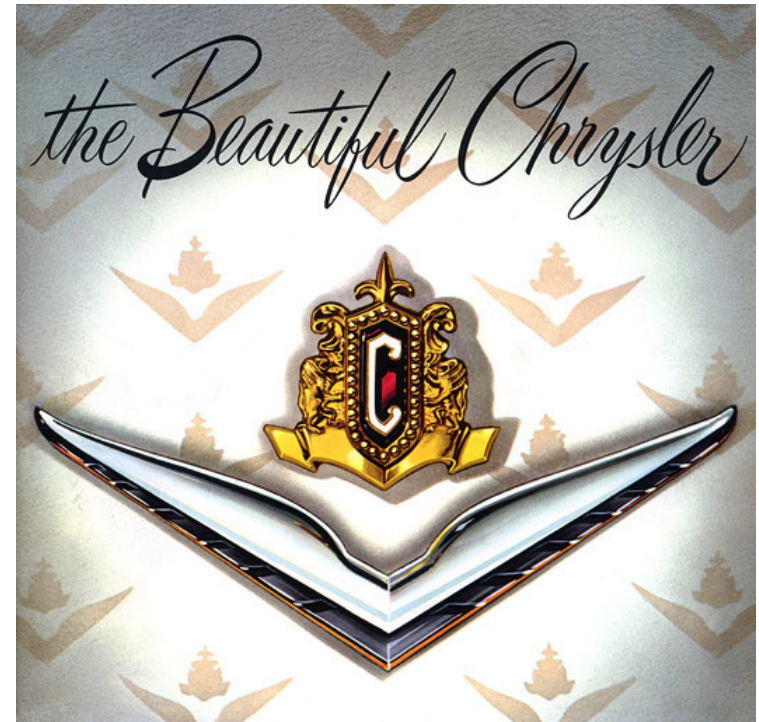
© 2004 McDonald's

The advertisement features a woman with a joyful expression, looking upwards with her mouth open. To her left is a large, detailed image of a McDonald's Ranch BLT sandwich, showing layers of chicken, tomatoes, lettuce, and ranch dressing on a bun. The background is a solid brown color.

Snob Appeal

Just the opposite of “bandwagon,” its message suggests: “Buying our product will make you better than everyone else-- especially since other people can't afford it.”

Examples



Snob Appeal Ad...



Pardon me, but do you happen to have any Gr

Snob appeal

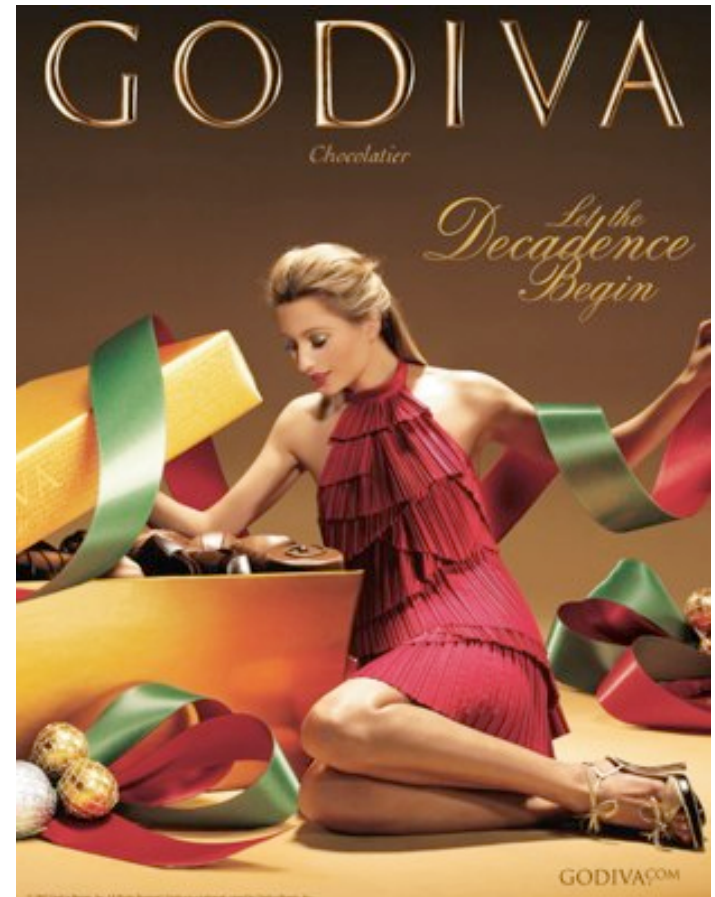


- YOU can live like the Hollywood stars ... Come to our open house on Sunday, March 7th at 2:00!

More Examples



TIFFANY & CO.



Misuse of Statistics is

using statistics selectively to give a more favorable view of your product.

It can also be used in **CARD STACKING**.

Example of Misuse of Statistics

After two years of Obama—here's your change!!!

Not one positive number in this list of vital economic statistics. Every American, whether Democratic or Republican, should be looking at this list and asking, "How can we change these trends?" The answer is in November 2012.

	January 2009	TODAY	% chg	Source
Avg.. Retail price/gallon gas in U.S.	\$1.83	\$3.104	69.6%	1
Crude oil, European Brent (barrel)	\$43.48	\$99.02	127.7%	2
Crude oil, West TX Inter. (barrel)	\$38.74	\$91.38	135.9%	2
Gold: London (per troy oz.)	\$853.25	\$1,369.50	60.5%	2
Corn, No.2 yellow, Central IL	\$3.56	\$6.33	78.1%	2
Soybeans, No. 1 yellow, IL	\$9.66	\$13.75	42.3%	2
Sugar, cane, raw, world, lb. Fob	\$13.37	\$35.39	164.7%	2
Unemployment rate, non-farm, overall	7.6%	9.4%	23.7%	3
Unemployment rate, blacks	12.6%	15.8%	25.4%	3
Number of unemployed	11,616,000	14,485,000	24.7%	3
Number of fed. Employees, ex. Military (curr = 12/10 prelim)	2,779,000	2,840,000	2.2%	3
Real median household income (2008 v 2009)	\$50,112	\$49,777	-0.7%	4
Number of food stamp recipients (curr = 10/10)	31,983,716	43,200,878	35.1%	5
Number of unemployment benefit recipients (curr = 12/10)	7,526,598	9,193,838	22.2%	6
Number of long-term unemployed	2,600,000	6,400,000	146.2%	3
Poverty rate, individuals (2008 v 2009)	13.2%	14.3%	8.3%	4
People in poverty in U.S. (2008 v 2009)	39,800,000	43,600,000	9.5%	4
U.S.. Rank in Economic Freedom World Rankings	5	9	n/a	10
Present Situation Index (curr = 12/10)	29.9	23.5	-21.4%	11
Failed banks (curr = 2010 + 2011 to date)	140	164	17.1%	12
U.S.. Dollar versus Japanese yen exchange rate	89.76	82.03	-8.6%	2
U.S.. Money supply, M1, in billions (curr = 12/10 prelim)	1,575.1	1,865.7	18.4%	13
U.S.. Money supply, M2, in billions (curr = 12/10 prelim)	8,310.9	8,852.3	6.5%	13
National debt, in trillions	\$10..627	\$14..052	32.2%	14

Just take this last item: In the last two years we have accumulated national debt at a rate *more than 27 times as fast* as during the rest of our entire nation's history.. Over 27 times as fast. Metaphorically speaking, if you are driving in the right lane doing 65 MPH and a car rockets past you in the left lane—27 times faster—it would be doing 7,555 MPH!

Sources:

(1) U.S. Energy Information Administration; (2) Wall Street Journal; (3) Bureau of Labor Statistics; (4) Census Bureau; (5) USDA; (6) U.S. Dept. Of Labor; (7) FHFA; (8) Standard & Poor's/Case-Shiller; (9) RealtyTrac; (10) Heritage Foundation and WSJ; (11) The Conference Board; (12) FDIC; (13) Federal Reserve; (14) U.S. Treasury

It's effective because (a) the items listed are cherry picked for you, and (b) you only see two numbers - January 2009 and "now" - instead of seeing any trendlines, analyzing anything, or looking at the economy as a whole with other numbers.

This is an ad that upset AT&T



**WANT 5 TIMES MORE
3G COVERAGE?
THERE'S A MAP FOR THAT.**



Compare Verizon Wireless 3G coverage to AT&T 3G coverage. Coverage not available in all areas. © 2008 Verizon Wireless. All rights reserved.

Access the Web and download music and apps, at 3G speeds, in far more areas than the nation's number one wireless carrier. Verizon Wireless is ahead with a network.

AT&T's replies in an ad that gives their version of the map.....

Why the big difference? Hmmmm...



**They added their land lines in
this map!**

Example



“Four out of five dentists recommend sugarless gum for their patients who chew gum”

A daily source of calcium



Card Stacking – making the Coke look just a little better for the uninformed!

That 16oz
bottle
actually
has
180
calories



Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container 2.5	
Amount Per Serving	
Calories 60	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0g	0%
Potassium 000mg	0%
Total Carbohydrate 15mg	5%
Dietary Fiber 0g	0%
Sugars 15g	
Protein less than 1g	0%

*Percent Daily Values are based on a 2,000 Calorie diet. Your daily values may be higher depending on your calorie needs

More CARDSTACKING Examples

■ Card Stacking Definition

- A type of propaganda that tells all the positives about a product, person, etc. without telling any of the negatives. It is usually “word heavy”.



Card Stacking (Semantic Slanting)



On this cereal box, Frosted Flakes claims to be a good source of vitamin D, but if you read the label, you might be surprised.

Appeal to Fear



When **fear**, not necessarily based on evidence or reason, is being used as the primary motivator to get others to buy a product or accept an idea.

Examples



More examples of appeal to fear.



When you go on vacation, burglars go to work.

The fact is, burglars look forward to your summer vacation as much as you do. According to FBI statistics, over 26% of home burglaries take place between Memorial Day and Labor Day.¹

To help safeguard your home, call ADT Security Systems—the world's number one security company—and have our Safewatch® Plus system installed for only \$99.*

Enjoy peace of mind knowing that your home is monitored 24 hours a day. You'll also get our ADT Money-Back Safewatch® Service Excellence Guarantee!

Help put a burglar out of business... call ADT and take advantage of our super summer sale price today.

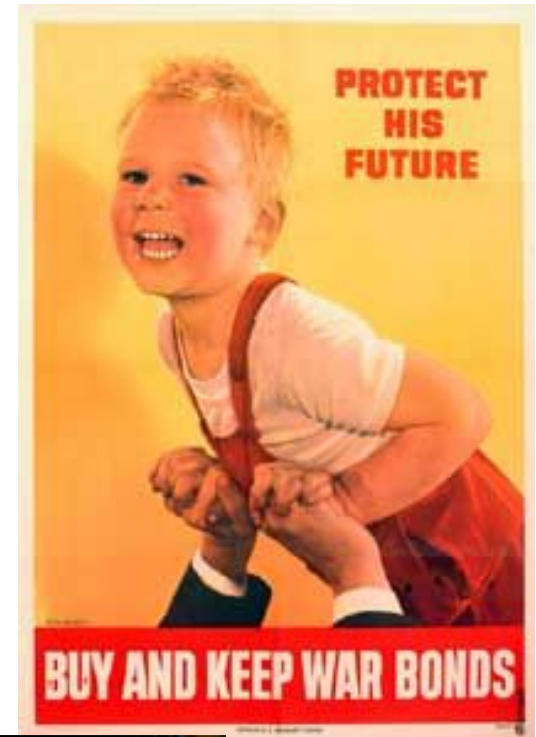
ADT Summer Sale! Now Only \$99 installed*

- 2 Door Sensors • 1 Motion Sensor
- 1 Control/Key Pad • 1 Interior Alarm Sounder
- Window Stickers & Yard Sign

Take advantage of our limited-time savings with the attached coupon. Special business offer available, too. Call now for a FREE security review!

Summer Hours! Open 24/7

ADT Supports the National Crime Prevention Campaign. © 1993 FBI Uniform Crime Report



PROTECT HIS FUTURE

BUY AND KEEP WAR BONDS



I SMOKE SECOND HAND

WARNING: MAY KILL YOUR BABY

Quick review –Can you define these devices?

- Transfer
- Bandwagon
- Loaded/Emotional Words
- Testimonial
- Name Calling
- Plain Folks
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- Misuse of Statistics/Card Stacking
- Appeal to Fear