Propaganda Worksheet   Name _____

Match the following terms with the definition.

Terms	Definitions
1._____ transfer	a. A well-known person or a previous customer supports a product or service
2._____ bandwagon	b. Associate with other people or groups that already have high trust and credibility. Name drop.
3._____ loaded/emotional words	c. 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."
4._____ testimonial	d. A statement suggesting that everyone is using a specific product, so you should, too!
5._____ name calling	e. using statistics selectively to give a more favorable view of your product
6._____ plain folks	f. This 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.
7._____ snob appeal	g. Words that will make you feel strongly about someone or something.
8. _____ misuse of stats/card stacking	h. Scaring you, 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.
9._____ appeal to fear	i. This is when a company tries to show it is "just like you."

Give an example of each of the following persuasive technique.

1.transfer	
2. bandwagon	
3. loaded/emotional words	
4. testimonial	
5. name calling	
6. plain folks	
7.snob appeal	
8. misuse of stats/card stacking	
9. appeal to fear	