SEVEN PROPAGANDA DEVICES
Election Year Rhetoric, and Biased Reporting

**Name Calling**
Giving an idea a bad label. This moves us to reject and condemn an idea without examining the evidence.

**Glittering Generality**
Associating something with a "virtue word". This makes us accept and approve the viewpoint without examining the evidence.

**Transfer**
Carries the authority, sanction, and prestige of something respected and revered over to something else in order to make the latter acceptable.

Or it carries authority, sanction and disapproval to move us to reject and disapprove something the propagandist would have us reject and disapprove.

**Testimonial**
Having some respected or hated person say that a given idea or program or product or person is good or bad. We would form an opinion based on our reaction to the testimonial, not based on fact.

**Plain Folks**
The speaker attempts to convince his audience that he and his ideas are good because they are "of the people", the "plain folks".

**Card Stacking**
Selecting and using facts or falsehoods, illustrations or distractions and logical or illogical statements to give the best or worst possible case for an idea, program, person or product.

**Band Wagon**
The theme is "everybody - at least all of us - is doing it." The propagandist attempts to convince us that all members of a group to which we belong are accepting his program and that we must, therefore, follow or crowd and "jump on the band wagon."

Then, there is the simple device of adding personal opinion to fact in reporting.