Propaganda is the use of different communication techniques designed to influence others. They are designed to appeal to people's emotions so that they will be more likely to do or buy what is being offered. The purpose of propaganda techniques is to sway the opinions of the audience.

LOADED WORDS

Class Example:

My Example:

ENDORSEMENT

Class Example:

My Example:

GLITTERING GENERALITY

Class Example:

My Example:

NAME CALLING

Class Example:

My Example:

PLAIN FOLKS

Class Example:

My Example:

BANDWAGON

Class Example:

My Example: