**Types of Propaganda**

**For each of the types below, list one example discussed in class.**

**For homework, list another example for each. These can be commercials or print advertisements.**

**Bandwagon**

People are encouraged to follow the crowd or join the group.

**Testimonial**

Endorsement by a well-known, respected person

**Plain Folk**

A person pretends to be one of “the common people.”

**Transfer**

Attempt to transfer the popularity of one idea or image to another.

**Glittering Generalities**

Broad, vague statements which sound good.

**Namecalling**

Giving the opposing person, group, or product a bad name, image or reputation instead of discussing facts.