

# TECHNIQUES OF PROPAGANDA

These are five techniques of Propaganda:

**Bandwagon:** persuading people into doing something because everyone else is

**Testimonial:** using famous people's words as a form of persuasion

**Transfer:** using the names or pictures of famous people but not their words

**Repetition:** repeating the name of the campaign or item at least 4 or 5 times

**Emotional words:** using words that will make you feel strongly about something

Propaganda refers to any technique that works to persuade someone and to influence their beliefs, actions, attitude or emotions in order to benefit the sponsor/organization. Propaganda isn't always positive or always negative, it's only purpose is to persuade.

Propaganda Techniques	Describe examples of each propaganda technique used in the "Stop the Seal Hunt" campaign
Bandwagon	
Testimonial	
Transfer	
Repetition	
Emotional Words	