

SS.7.C.2.11

Analyze media and political communications (bias, symbolism, propaganda).

Much political communication is biased - favoring one candidate or one position over others. Citizens should seek out various viewpoints from several sources in order to form their own opinions.

Propaganda is any message intended to influence opinions. Advertising is propaganda. Propaganda is not always lies.

Techniques of propaganda-

- ✓ **Bandwagon:** Tries to give the impression that everybody supports this candidate or this issue.
- ✓ **Glittering generalities:** Slogans, statements that sound nice but give little or no information.
- ✓ **Transfer:** Such as standing in front of a US Flag to take advantage of good feelings.
- ✓ **Testimonial (or Endorsement):** A type of transfer - a celebrity supports the candidate, the issue, the product, etc.
- ✓ **Card Stacking:** Using true facts, but picking only the facts that support your side (everybody does this when they argue).
- ✓ **Name Calling:** Can be direct or indirect (hinted at); it's a negative technique often used in ads paid for by PACs.
- ✓ **Just Plain Folks:** A positive technique, another version of transfer. Example - politician eating lunch at a small town restaurant.