

# Propaganda Techniques in Advertising

3 Techniques

# Today's Objectives

- Identification "Propaganda";
- differentiate the three propaganda techniques (Transfer, Bandwagon, and Glittering Generalities) from each other;
- recognize the propaganda techniques used in different advertisements

# What is Propaganda?

# Propaganda

- According to the Merriam–Webster Online Dictionary, **PROPAGANDA**(noun) means:
  - the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.
  - ideas, facts, or allegations spread deliberately to further one's cause or to damage an opposing cause.
  - a public action having such an effect

# Is this a propaganda or not?

Look at the following pictures. Do you think they are examples of propaganda?

No. This is not an example of a propaganda.

It is only a picture of a product named Coca-Cola. There is no evidence presented in the picture showing that it promotes (or injures) the product. Therefore, we can say that it is not an example of a propaganda.



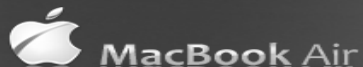
THIS is an example  
of a propaganda.

There are evidences  
presented in the  
picture which  
promote and help  
spread ideas or  
information  
regarding the  
product.



This is NOT  
an example  
of a  
propaganda





The World's Thinnest Notebook  
MacBook Air



Thininnovation.

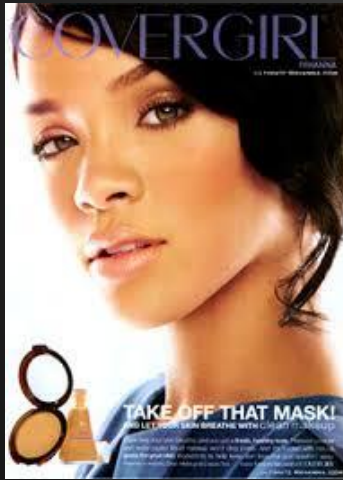
MacBook Air is ultrathin, ultraportable, and ultra unlike anything else. But you don't lose inches and pounds overnight. It's the result of rethinking conventions. Of multiple wireless innovations. And of breakthrough design. With MacBook Air, mobile computing suddenly has a new standard.

THIS is an example of a propaganda.

Can you point out evidences of why it is an example of a propaganda?

# 3 Propaganda Techniques in Advertising

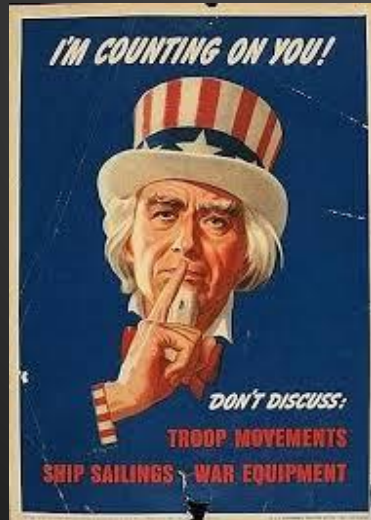
# Transfer Technique



- stimulates the target to identify with recognized authorities
- Often called "association", the target audience associates the product with something they like or respect.
- Because you like the person endorsing it, you end up liking the product, too.
- The advertisers try to make it sound like you are the one being talked about in the advertisement so that you can easily relate to the product being advertised. They transfer the authority to you.

# Transfer Technique

- Here is a sample commercial of the Transfer technique. Take note of how the product was advertised:



What characteristics of the Transfer Technique did you see in the commercial?

- ❑ Presence of a recognized authority: (paramedic, pilot, actor)

- ❑ You like/admire paramedics, pilots, and actors, so you start to like the product too.

- ❑ They made it sound like you were the paramedic, pilot, or the actor so that you can easily relate to the product

# Bandwagon Technique

# Bandwagon Technique

- Attempts to persuade the target audience to take a course of action "everyone else is taking"
- It reinforces your desire to be on the winning side.
- The idea is that, "everyone else is doing it, so you should do it, too"

# Bandwagon Technique

- Here is a sample commercial of the Bandwagon technique. Take note of how the product was advertised:



What characteristics of the Bandwagon Technique did you see in the commercial?

- ❑ A course of action that everyone else was taking

- ❑ The commercial made you want to be on their side, where everyone used the product and experienced positive effects.

- ❑ "Everyone else is doing it, so you should too" concept was present.

# Glittering Generalities



# Glittering Generalities

- The advertiser uses words to stir up positive feelings in the target audience.
- The words are often hard to define when used with the product.
- Their connotations always appear favorable to the audience.

# Glittering Generalities

- Here is a sample commercial of the Glittering Generalities Technique. Take note of how the product was advertised:



## What characteristics of the Glittering Generalities Technique did you see in the commercial?

- Some words (safe, effective, take care) stirred positive emotions in you.
- These words are hard to define and subjective. If you drank 20 tablets in an hour, would it still be safe? If you had a terrible migraine and needed 2 tablets to make it go away, would it still be effective if you only took one? If you drink the tablet on a day-to-day basis, would it mean that you are taking care of yourself?
- Though vague, these words appear to be very favorable to you.

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