

Recognizing Propaganda Techniques and Errors of Faulty Logic

Propaganda Techniques

What are Propaganda Techniques? They are the methods and approaches used to spread ideas that further a cause - a political, commercial, religious, or civil cause.

Why are they used? To manipulate the readers' or viewers' reason and emotions; to persuade you to believe in something or someone, buy an item, or vote a certain way.

What are the most commonly used propaganda techniques? See which of the four most common types of propaganda techniques you already know.

Types:

A) Name calling/Stereotyping: This technique consists of attaching a negative label to a person or a thing. People engage in this type of behavior when they are trying to avoid supporting their own opinion with facts. Rather than explain what they believe in, they prefer to try to tear their opponent down.

A) What are the common stereotypes of teachers seen in current news footage?

B) Glittering Generalities: This technique uses important-sounding "glad words" that have little or no real meaning. These words are used in general statements that cannot be proved or disproved. Words like "good," "honest," "fair," and "best" are examples of "glad" words.

B) Without proper context, is it possible to determine the meaning of terms such as meaningful system, real accountability, robust, rigorous, significant, and whatever it takes?

C) Either/or fallacy: This technique is also called "black-and-white thinking" because only two choices are given. You are either for something or against it; there is no middle ground or shades of gray. It is used to polarize issues, and negates all attempts to find a common ground.

C) Approve the plan or lose the money/lose the teachers or lose the money (Also known as fear of loss in this case).

D) Faulty Cause and Effect: This technique suggests that because B follows A, A must cause B. Remember, just because two events or two sets of data are related does not necessarily mean that one caused the other to happen. It is important to evaluate data carefully before jumping to a wrong conclusion.

D) Bad data must mean bad teachers; good data must mean good teachers.