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Political Propaganda analysis: Yes on Prop. 2

URL: <https://www.cayesonprop2.org/>

Summary: This website is in support of Prop. 2, which would authorize the state to use revenue from the millionaire's tax (Prop. 63 in 2004) to fund a \$2 billion bond which would fund housing for homeless people in need of mental health services.

Example 1: At the top left of the page is the simple slogan "Yes on Prop. 2". This is **bald appeal** -- simply asking for a vote directly from the voters.

Example 2: Along with the bald appeal, there is **positive transfer** at the top of the page as well. It's an outline of several small homes, which are positive because everybody would want a home.

Example 3: The **bandwagon** technique (showing that lots of people are supporting or opposing something) shows up under the "Endorsements" section of the website. There must be hundreds of people, businesses, and organizations listed there, which makes me feel like I should support it, too.

Example 4: **Appeal to Authority** is a technique where a person or organization which we think of as an authority on a subject is associated with a candidate or campaign. This is used on the front page of the website (under "Endorsers") where such authority figures as the California State Firefighters, Sheriffs, and Police Chiefs associations are listed as supporting Prop. 2.

Example 5: Looking under "News" and "Endorsements", we find several editorials from newspapers supporting Prop. 2. These are **testimonials** -- comments from people who supposedly know about an issue and can speak or write about it.