

Political Propaganda Techniques

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Bald Appeal

Asks for something directly—no subtlety.



Each of the above examples simply state “Yes” on the propositions; no other propaganda techniques are used.

Humor

Makes fun of opposing viewpoint or issue



The stereotypical image of the “fat-cat politician” in cartoon style makes us laugh at the picture and adds a negative slant to the proposal.

Shock / Art of the Unusual

Uses a surprising/disturbing image to grab the viewer's attention

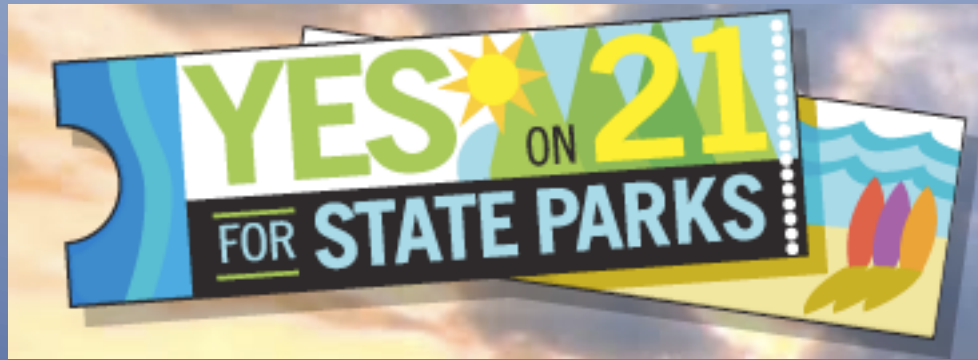
A photograph of a severe car accident. A yellow school bus, with "SCHOOL BUS" and "EMERGENCY DOOR" visible on its side, is involved in a collision with a silver sedan. The car's front end is completely crushed and mangled. The scene is set outdoors, with a brick building and some foliage in the background. A yellow caution tape is strung across the area. The image is used to illustrate the concept of "Shock / Art of the Unusual" in the context of a political campaign.

**NO ON
PROP 19**
Is It Really
Worth It?

The vision of a horrific car crash – made all the more shocking because a school bus is involved – grabs our attention and stokes an instinctive reaction against the proposal.

Half-Truth

Only states one side of an issue



Saying that “Yes on 21” is a vote “for state parks” only tells half of the story: it is also a vote for higher vehicle registration fees.

Name Calling

Gives the opposing viewpoint/candidate a negative image through use of loaded words/phrases

Don't be fooled!

*Prop 21 is a **Car Tax Scam!!***



Bandwagon

Attempts to show an overwhelming majority either in favor of, or opposed to, a candidate/issue

Public Leaders

- Chuck DeVore, California State Assembly Member
- Anthony Adams, California State Assembly Member
- Curt Hagman, California State Assembly Member
- Delaine Eastin, Former California State Superintendent of Public Instruction
- Fred Keeley, Former Speaker pro Tempore, California State Assembly; Treasurer, Santa Cruz County
- Betty Karnette, Former California State Senator
- Dede Alpert, Former California State Senator
- Lucy Killea, Former California State Senator
- Tricia Hunter, Former California State Assembly Member
- Bob Pacheco, Former California State Assembly Member
- Charlene Zettel, Former California State Assembly Member
- Virginia Chang Kiraly, Commissioner, California Commission for Economic Development
- William D. Gore, Sheriff, San Diego County
- Michael Antonovich, Supervisor, Los Angeles County
- Jack Lynch, Mayor, City of Angels
- Eric Onnen, Mayor, City of Goleta
- Amarpreet S. Dhaliwal, Mayor, City of San Joaquin
- James Gomez, Mayor Pro Tempore, City of La Habra
- Gary Felien, Treasurer, City of Oceanside
- Lucille Kring, Anaheim City Council
- Gregory Gandrud, Carpinteria City Council, Former Councilmember
- Tim Shaw, La Habra City Council
- Gary DeLong, Long Beach City Council
- Kristin Olsen, Modesto City Council
- B. Allen Lay, Rolling Hills City Council
- Pete Constant, San Jose City Council
- Neal Andrews, Ventura City Council
- Mike Rothschild, Victorville City Council
- Owen Newcomer, Whittier City Council
- Teresa Stanley, Board President, Folsom Cordova Unified School District
- Bill Baber, Board Member, La Mesa Valley School District
- Donald Terry, Board Member, Sacramento City Unified School District
- Sharon Brown, Trustee, La Habra City School District
- Mitz Lee, Former Trustee, Board of Education, San Diego Unified School District
- Alex Zucco, Board Member, Monrovia Unified School District

Begging the Question

A yes-or-no question is asked which contains a hidden assumption; thus, the answer is a foregone conclusion

NO ON PROP
22

“I don’t want to pay more taxes. Is it wrong for me to not want my wages to be siphoned off by corrupt politicians?”

Guilt by Association

Attempts to associate someone or something negative with a candidate/issue



False Dilemma

Attempts to show an issue as having only two sides when in fact there may be more than two



Every nation in every region now has a decision to make. Either you are with us, or you are with the terrorists.

(George W. Bush)

izquotes.com

Overgeneralization

Uses one positive (or negative) point to paint a candidate/issue as all positive or negative



Extrapolation

Carrying a situation to its worst (or best) extreme—a very unlikely outcome

Yes on 23 will prevent enormous increases in electricity and natural gas rates, and it will also save a lot of jobs. Employers won't have to choose between keeping the lights on or laying people off... Your Yes on 23 vote will help small businesses like mine avoid higher energy costs and keep my people employed.

**Jim Balmain, Owner, Bakersfield legendary
Smith's Bakery**



Confusing Cause & Effect

Trying to blame one candidate or law with a bad result, when really there are many causes of that result



Appeal to Authority

Using the support of someone who sounds authoritative to support an issue or candidate



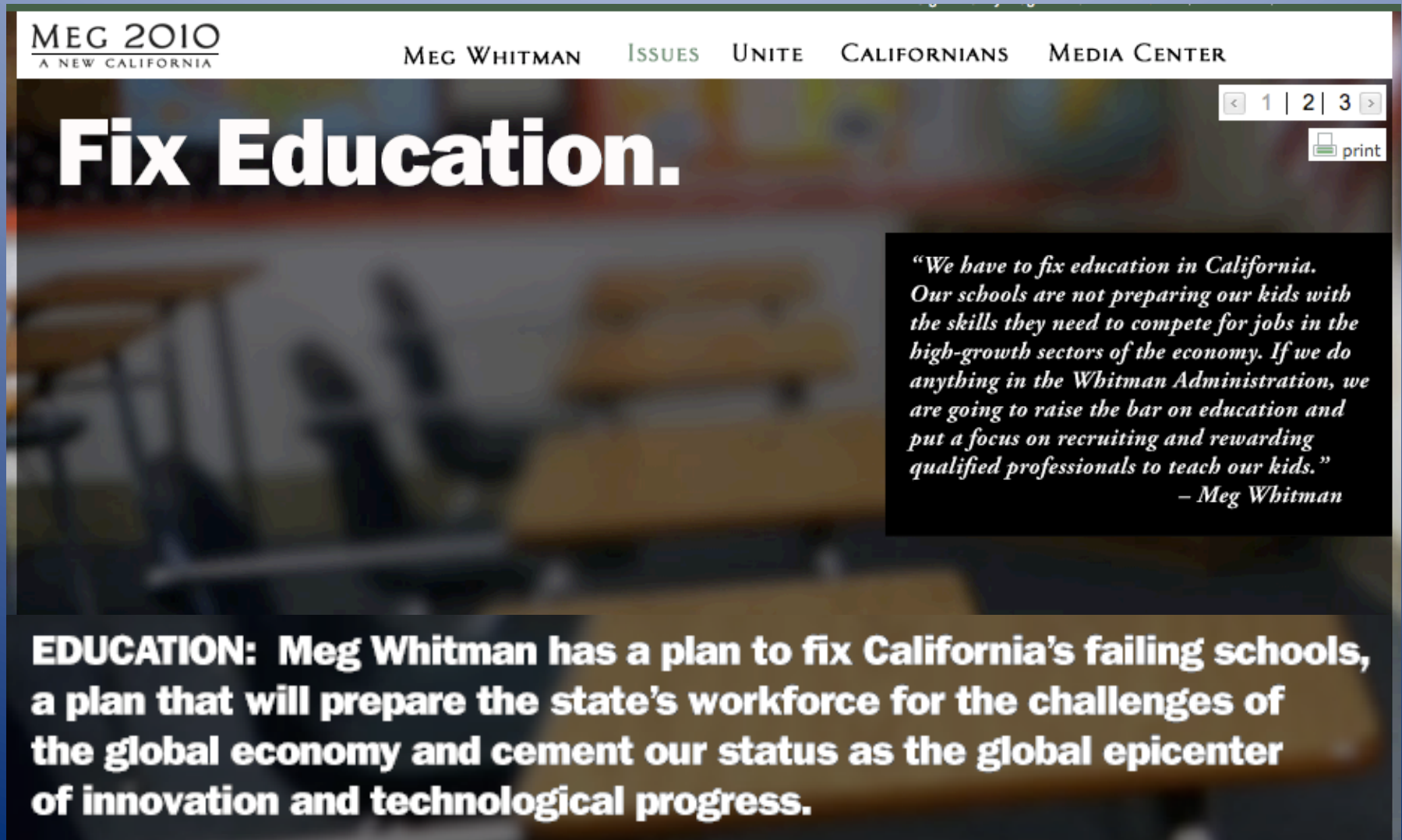
False Analogy

Trying to connect an unrelated event or outcome to a candidate/issue by pointing out similarities & ignoring differences

They said that man would never walk on the moon, but we did! So why are some saying that the Affordable Care Act cannot work?

Faulty Logic

Using a false premise to arrive at an equally false conclusion



MEG 2010
A NEW CALIFORNIA

MEG WHITMAN ISSUES UNITE CALIFORNIANS MEDIA CENTER

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print

Fix Education.

“We have to fix education in California. Our schools are not preparing our kids with the skills they need to compete for jobs in the high-growth sectors of the economy. If we do anything in the Whitman Administration, we are going to raise the bar on education and put a focus on recruiting and rewarding qualified professionals to teach our kids.”

– Meg Whitman

EDUCATION: Meg Whitman has a plan to fix California’s failing schools, a plan that will prepare the state’s workforce for the challenges of the global economy and cement our status as the global epicenter of innovation and technological progress.

Positive Transfer

Associating a good image with a candidate or issue



CALIFORNIA STATE PARKS INITIATIVE

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Win \$5,000!

Enter the Yes on 21 Video Contest ▶

▼ HELP SOLVE CALIFORNIA'S STATE PARKS CRISIS

The Problem:

California's state parks are in peril and face irreparable damage. Budget cuts are starving state parks -- twice in the past two years, state parks were on the brink of being shut down and more cuts are expected.

The Solution:

Prop. 21, a statewide ballot measure slated for Nov. 2, will create a stable source of funding for state parks. California vehicles will get free day-use admission in exchange for a new \$18 annual fee.

What's New

The Humane Society of the United States Endorses California's Proposition 21 to Protect Parks and Wildlife



"As the state's financial picture has deteriorated, efforts to protect wildlife -- on California's public lands and in our Pacific waters -- have been seriously hampered," said Jennifer Fearing, California senior state director for The HSUS. "Our state parks and wildlife habitats are treasures we can't afford not to protect. That's why we urge all our supporters to vote 'Yes' on Proposition 21 this November."

Featured Video



Negative Transfer

Associating a bad image with a candidate or issue



Plain Folks Appeal

Showing 'ordinary' people either supporting or rejecting a candidate/
issue



Learn More:

Get the Facts

Resources

Newsroom



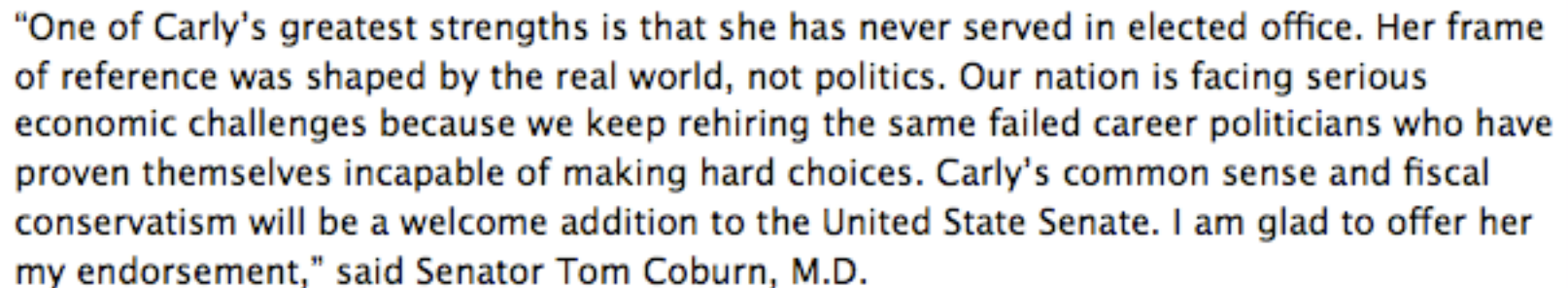
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No on 27
Hold Politicians Accountable!



Testimonial

Using comments from people who know a candidate or issue—even if the comments are only slightly related to the candidacy/issue



"One of Carly's greatest strengths is that she has never served in elected office. Her frame of reference was shaped by the real world, not politics. Our nation is facing serious economic challenges because we keep rehiring the same failed career politicians who have proven themselves incapable of making hard choices. Carly's common sense and fiscal conservatism will be a welcome addition to the United State Senate. I am glad to offer her my endorsement," said Senator Tom Coburn, M.D.

[Click Here](#) to Meet Carly Fiorina

SIGN UP FOR UPDATES:

Carly Fiorina Endorsed By Senators Coburn, Collins, Graham, Kyl, McCain, McConnell, Murkowski and Snowe

Negative Card-Stacking

Showing only the bad points about a candidate or issue

'70's



Brown signs into law collective bargaining rights for public employee unions. [Learn more](#)

'80's



Brown leaves the governorship with 1.3 million Californians out of work. [Learn more](#)

'90's



Brown runs for president for the third time and loses to Bill Clinton. [Learn more](#)

2000's



Brown responds to crime epidemic in Oakland by imposing new tax on burglar alarms. [Learn more](#)



JERRY BROWN: A Legacy of Failure

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CLEAR FACTS ABOUT PROPOSITION 37

✓ NO COST TO CONSUMERS

Companies change their labeling all the time, and independent research shows Prop 37 will not affect food prices. [Read more »](#)

✓ HEALTH PROFESSIONALS SUPPORT PROP 37

Genetically Modified Organisms are linked to allergies, organ toxicity, and other health problems. The Food and Drug Administration has said "providing more information to consumers about bioengineered foods would be useful." [Read more »](#)

✓ NO NEW BUREAUCRACY

Prop 37 is self-enforced and requires no new bureaucracy. The state official analyst has said any costs for enforcement would range from 1 to 3 cents per year for each Californian. [Read more »](#)

✓ NO LOOPHOLES

Prop 37 requires labeling for genetically engineered foods for the groceries you buy. The initiative contains exemptions from labeling requirements for practical purposes, such as food served in restaurants. [Read more »](#)

✓ NO INCENTIVES TO SUE

There are no "bounty hunter" provisions in Prop 37, and there is no incentive for filing lawsuits. We believe food manufacturers and grocers will comply with the law and label their products – as they do for calories and other ingredients. [Read more »](#)

✓ BACKED BY CONSUMERS

Prop 37 is supported by consumers, farmers, nurses and many more. It is opposed by Monsanto, Dow, and foreign chemical companies spending millions to confuse us. [Read more »](#)

“Understanding how
propaganda works may
be the best way to
preserve a healthy
democracy.”



