

Propaganda Vs. Persuasion

Propaganda is any systematic, planned attempt to win others to a certain position. Most persuasive writing is a type of propaganda. Good persuasion, however, relies on SOLID evidence rather than FAULTY reasoning. There are several types of faulty arguments that good writers will avoid. These are often used in propaganda and advertising and have their place there. Shallow reasoning does not, however, have a place in the writing of young scholars.

Faulty Persuasion Method	Definition	Purpose	Examples
Bad Name/ Glad Names	Uses words with good and bad connotations	To trigger emotional responses in the reader/ listener	<ul style="list-style-type: none"> • Bad names like liar, bigot, racist, coward, traitor, evil • Good words like, honest, god-fearing, free, American, caring, family oriented, integrity
Bandwagon	Everyone Else is Doing it	To make people feel like they will be outcasts, different, or not "with it"	Phrases like <ul style="list-style-type: none"> • everybody is.... • Its so cool/hip/awesome/nifty • Top/best selling • It's the only way...
Guilt by Association	"Birds of a Feather"... Someone/something is bad/wrong or good/right because of who/what they are associated with	Makes people assume that a connection between two people or things makes both _____.	<ul style="list-style-type: none"> • He is friends with a communist • He is friends with a skater • She hangs out with smart kids • She goes to church so... THEREFORE _____.
Transfer/ Testimonial	Relies on the fame and prestige of the person promoting it to make it worth something	Transfer the Celebrity's appeal to the product	<ul style="list-style-type: none"> • Do you know me? I'm ___ and you should buy _____. • You want to look like me? Try _____.
Stacking the deck/ Half Truths	Unfavorable Facts or truths are conveniently left out	If you only tell the good, the consumer won't ask the rest	<ul style="list-style-type: none"> • "9 out of 10 docs say" .. who were the docs? How many were interviewed? Were they paid for their answers??? • "I don't have any homework" ... it is not due until tomorrow, I will do it on the bus, I don't have it in my HAND it is in my backpack....
False Comparison	Compares two things that are not really related – apples to oranges	Makes people think that things are similar when they are not	<ul style="list-style-type: none"> • "What's wrong with cocaine? You drink coffee and caffeine is a drug"... yes BUT the effects of the two are FAR different. Not really comparable!
Personal Attack (ad Hominem)	Attacks the opponent rather than the opponent's arguments	Tries to shoot down the messenger rather than the message	<ul style="list-style-type: none"> • You can't believe anything he says, he is a hippie! • My opponent claimed that my research was weak but how can you trust anything said by an alcoholic/thief/man/salesman/_____

The Big Lie	Creates a lie and repeats it endlessly until it is accepted fact	Also known as Rumors, brainwashes the listener/reader	<ul style="list-style-type: none"> • The Nazi's blamed the Jews for all their problems • My opponent says that she was never charged with a crime, but the reports keep coming (because I keep saying them!....)
Emotional Appeals (hate, fear, greed) Ad Populem (to the mob)	Stirs up anger, fear and greed in a large crowd or area	Used by people like terrorists who want quick action and feel that their cause alone is right	<ul style="list-style-type: none"> • You give one ...
Appeal to Force	Threatens a person to accept and argument	Used to ignite fear in people	<ul style="list-style-type: none"> • If you do not believe my argument, you will die a painful death/be hurt/ suffer.....
Circular Reasoning	Convinces people that A must be true because B is true and B is true because A is true	Tries to use reasons but the reasons do not stand alone	<ul style="list-style-type: none"> • Spender was insane because he was clearly insane because he said he was insane which proves he was insane to say he was insane.