

PROPAGANDA TECHNIQUES

SECTION A: Techniques of Self-Deception

- 1 Prejudice
- 2 Academic Detachment
- 3 Drawing the Line
- 4 Not Drawing the Line
- 5 Conservatism, Radicalism, Moderatism
- 6 Rationalization
- 7 Wishful Thinking
- 8 Tabloid Thinking
- 9 Causal Oversimplification
- 10 Inconceivability

SECTION B: Techniques of Language

- 1 Emotional Terms
- 2 Metaphor and Simile
- 3 Emphasis
- 4 Quotation Out of Context
- 5 Abstract Terms
- 6 Vagueness
- 7 Ambiguity
- 8 Shift of Meaning

SECTION C: Techniques of Irrelevance

- 1 Appearance
- 2 Manner
- 3 Degrees and Titles
- 4 Numbers
- 5 Status
- 6 Repetition
- 7 Slogans
- 8 Technical Jargon
- 9 Sophistical Formula

SECTION D: Techniques of Exploitation

- 1 Appeal to Pity
- 2 Appeal to Flattery
- 3 Appeal to Ridicule
- 4 Appeal to Prestige
- 5 Appeal to Prejudice
- 6 Bargain Appeal
- 7 Folksy Appeal
- 8 Join the Bandwagon Appeal
- 9 Appeal to Practical Consequences
- 10 Passing from the Acceptable to the Dubious

SECTION E: Techniques of Form

- 1 Concurrency
- 2 Post Hoc
- 3 Selected Instances
- 4 Hasty Generalization
- 5 Faulty Analogy
- 6 Composition
- 7 Division
- 8 Non Sequitur

SECTION F: Techniques of Maneuver

- 1 Diversion
- 2 Disproving a Minor Point
- 3 Ad Hominem
- 4 Appeal to Ignorance
- 5 Leading Question
- 6 Complex Question
- 7 Inconsequent Argument
- 8 Attacking a Straw Man
- 9 Victory by Definition
- 10 Begging the Question

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