

Human Communication I

Lecture 15

Propaganda and Advertisement









Propaganda techniques

- Assertion
- Bandwagon
- Card stacking
- Glittering generalities
- Lesser of 2 evils
- Name calling
- Pinpointing the enemy
- Plain folks
- Simplification or Stereotyping
- Testimonials
- Transfer

Assertion in Propaganda

- Enthusiastic or energetic statement
- Presented as fact, although it might not be true
- Statement done in this way, often gets no back up or explanation and is expected to be accepted without a question
- The subject should simply agree to the statement without searching for additional information
- Usually simple to spot, but often dangerous because of use of false information and lies

Bandwagon in Propaganda

- Appeal to the subject to follow the crowd
- You join in because others have done as well
- It is convincing the subject that one side is the winning side
- And because so many people have joined victory is inevitable and defeat impossible
- Modern bandwagon has a new twist:
 - The subject is convinced that since everybody else is doing it they will be left out if they do not

Card Stacking in Propaganda

- Also called selective omission
- Only presents information that is positive to an idea and omits information that is contrary to it
- Is extremely effective
- Information presented here is true

Glittering Generalities in Propaganda

- Words that have different positive meaning for individual subjects, but are linked to highly valued concepts
- When these words are used, they demand approval without thinking, simply because such an important concept is involved
- Words often used as glittering generalities are honour, glory, love of country, and especially in the United States, freedom

Lesser of 2 Evils (Propaganda)

- Tries to convince us of an idea or proposal by presenting it as the least offensive option
- Is often implemented during wartime to convince people of the need for sacrifices or to justify difficult decisions
- Is often accompanied by adding blame on an enemy country or political group

Name Calling in Propaganda

- Use of derogatory language or words that carry a negative connotation when describing an enemy
- Attempts to arouse prejudice among the public by labelling the target something that the public dislikes
- Can be combined with using sarcasm and ridicule, and shows up often in political cartoons or writings

Pinpointing the Enemy (Propaganda)

- Attempt to simplify a complex situation by presenting one specific group or person as the enemy
- The subject is urged to simply view the situation in terms of clear-cut right and wrong

Plain Folks (Propaganda)

- Attempt by the propagandist to convince the public that his views reflect those of the common person and that they are also working for the benefit of the common person
- Use of accent of a specific audience as well as using specific idioms or jokes
- During speeches, the propagandist may attempt to increase the illusion through imperfect pronunciation, stuttering, and a more limited vocabulary
- Most effective when used with glittering generalities

Simplification (Stereotyping) in Propaganda

- Similar to pinpointing the enemy, in that it often reduces a complex situation to a clear-cut choice involving good and evil
- Often useful in swaying uneducated audiences



Testimonials in Propaganda

- Quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product or item
- Are often used in advertising and political campaigns
- Closely connected to the transfer technique, in that an attempt is made to connect an agreeable person to another item

Transfer in Propaganda

- Attempt to make the subject view a certain item in the same way as they view a different item, to link the two in the subjects mind
- This technique is often used to transfer negative feelings for one object to another, but it can also be used in positive ways
- However, in politics, transfer is most often used to transfer blame or bad feelings from one politician to another of his friends or party members, or even to the party itself





From Propaganda to Advertisement



Rules of advertisement

- Always repeat basics
- Promise a benefit or provoke curiosity in your headline
- Try different headlines for same product
- Offer the unique
- You can't sell more than one item in a 30 sec. TV/radio ad
- Avoid superlatives and exaggerations
- Testimonials
- Specific and factual

Repeat basics in Advertisement

- Product name
- Company name
- What does your product stand for
- Which consumer group is targeted

Promise a benefit or provoke curiosity in your headline (Advertisement)

- Average person spends only four seconds before turning a newspaper page
- The average woman only reads four ads in an entire newspaper, so put news into your headline
- Key words that will make the reader continue reading include: **new, just-arrived, first-time and unique**

Different headlines for same product

- Reaches more people
- Can be used for TV, radio, newspaper
- Same headline might work for years until competitor is selling same product with slightly different headline (copyright)
- Change of time
- Change of language/slang of your consumer group

Offer the unique in Advertisement

- Include an artist/actor in your add
- Communicate the one thing you have your competitors don't



TV/radio Advertisement

- You can't sell more than one item in a 30 second long TV spot or radio slot
- Meaning:
 - Have a compact slogan
 - Be gender specific (if necessary)
 - Use visual information in TV
 - Use sound information (other than speech) in radio
 - Voice/person/object should be appealing to most clients

Avoid superlatives and exaggerations in advertisement

- No one believes words like the greatest, unbelievable or fantastic offer

Testimonials

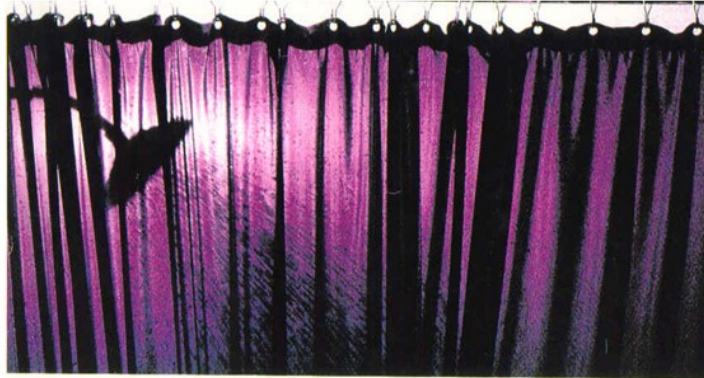
- Again use a famous person, e.g. actor or actress
- Use a quote from a famous person (no matter if it related to your product or not)



Be specific and factual in Advertisement

- Amount of time anyone spends on reading your ad depends on how interesting it is to read
- The more specific the information you provide, the greater the response
- Customers react to personal service (advertise it)
- Customers aren't dumb, don't communicate something that isn't there

But remember subtlety and irony!



LOW TAR as defined by U.S. Government Warning: SMOKING CAN CAUSE FATAL DISEASES Health Departments' Chief Medical Officers



LOW TAR as defined by U.S. Government STOPPING SMOKING REDUCES THE RISK OF SERIOUS DISEASES
Health Departments' Chief Medical Officers



7mg TAR 0-7mg NICOTINE
SMOKING CAUSES CANCER
Health Departments' Chief Medical Officers



7mg TAR 0-7mg NICOTINE
SMOKING WHEN PREGNANT HARMS YOUR BABY
Health Departments' Chief Medical Officers



PROTECT CHILDREN: DON'T MAKE THEM BREATHE YOUR SMOKE
Chief Medical Officers' Warning



LOW TAR as defined by U.S. Government DANGER: Government Health WARNING: CIGARETTES CAN SERIOUSLY DAMAGE YOUR HEALTH

Breaking the rules!!

- If you have a highly noticed brand you don't need to follow most of the rules in advertisement
- You can communicate in different channels
“Simple” slogan and picture with your product!!
- You still need 2 channels (language and visual)



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Propaganda vs. Advertisement

Communication in Propaganda

- Gender specific (in some countries mainly directed to men, because women vote what their husband/father/uncle/brother says)
- Simple language
- Symbols can communicate
- Gestures can communicate
 - Text or speech not always needed
- Doesn't need to be true

Communication in Advertisement

- Gender specific
 - Male: e.g. cars, many sport articles
 - Female: e.g. cosmetics, kitchen appliances
- Language needs to attract costumer group:
 - Children, pet-owners, car-owners, smokers, etc.
- Symbols and gesture can be used but always need to be accompanied by logo and/or slogan of product
- Should be true!