Examples of Propaganda

**Emotional appeal**

![Image of a person with scars, with a text overlay that reads: In Germany 180,000 children are abused every year. Please contact your local youth welfare office if you have the slightest suspicion.]

**Glittering Generalities**

![Image of a Subway sandwich with the text: eat fresh.]
Testimonials

Adam Levine Says:

“Proactiv+ is a game changer: It kills acne AND treats your skin right.”

When he’s not ripping up the pop charts with hits such as "Moves Like Jagger" or cheering on his team on NBC’s The Voice, singer Adam Levine is telling it like it is...especially when it involves your skin.

"Even though I’m a celebrity, I get acne, too." But now Adam has Proactiv+. "This new Proactiv+ is awesome.

* results may vary

Bandwagon

LET’S ALL FIGHT

BUY WAR BONDS
Plain folks

Scientific approach

Snob appeal
Card stacking

BIG TASTE, LESS FAT
Introducing SATISFRIES™, a new great tasting crinkle-cut french fries with 40% less fat and 30% fewer calories. Satisfries are cut from real, whole potatoes and fried to tasty perfection – so they’re always crispy on the outside, and hot and fluffy on the inside. You heard it here, incredible things are happening to French Fries.

40% LESS FAT  30% LESS CALORIES  BIG TASTE

GET SATISFIED!
Post your Instagram pic using #Satisfries and @BurgerKing

*B40% LESS FAT THAN MCDONALD’S® FRENCH FRIES – 11.2 G VS. 6.3 G PER 70 G SERVING. **30% FEWER CALORIES THAN MCDONALD’S® FRENCH FRIES – 326 K CALORIES VS. 150.9 K CALORIES PER 70 G SERVING. TM & © 2013 BURGER KING CORPORATION. ALL RIGHTS RESERVED. © 2015 MCDONALD’S. ALL RIGHTS RESERVED.
Transfer

Name-calling

Works Cited and Resources


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Corona. (2014). Find your beach. [Advertisement]. Retrieved from <https://s-media-cache-ak0.pinimg.com/originals/97/ac/5b/97ac5b722fa2ae88c5fb738b6b1bb7b1.jpg> [http://www.keyworsuggests.com/F2V2*C6Doj5eueL0gE2wu24qFAerMHUz%7C3dG0YXV4ts/>

