

Propaganda

Propaganda is an effort to make people believe a certain opinion or act a certain way.

Types:

Overgeneralization: statements based on too few facts

Testimonial: using a celebrity or an expert to support a product

Bandwagon: persuading consumers to do something because “everyone else” is doing it

Flattery: making customers feel “smart” for using a product

Transfer: associating a popular person with a product so consumers transfer their admiration for the person to the product

Faulty cause and effect: suggesting that consumers will be happier because of the product