

## Bandwagon

*Everyone else is doing it  
You should too*



## Transfer

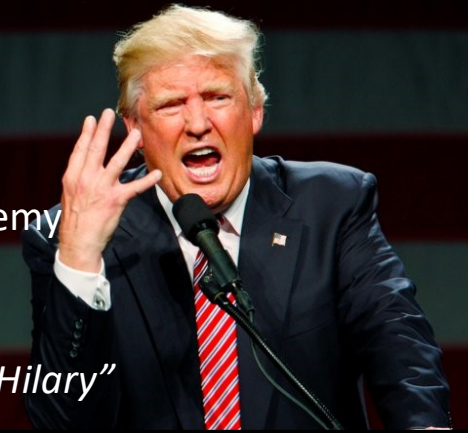
Flags  
Logos  
Banners  
Songs  
Catchy Tunes



## Name Calling

Create an enemy  
Us V Them

*"Crooked Hilary"*



## Generalisation

Strong language  
Exaggeration  
Boasts  
Hyperbole



## Eight

## Propaganda Devices

## Plain Folk

*I'm just like you*



## Card Stacking

I am good or  
you are bad



## Repetition

Repetition

Repetition



## Testimonial

*Connecting  
to someone famous  
or something views  
as important and powerful*

