

## Propaganda Techniques

1. **The Testimonial**—This is an attempt to sell a product or a cause by having a well-known person testify to the fact that he has used the product and /or believes in the cause.
2. **Use of Transfer**—This approach usually tries to gain acceptance for a product or a cause by suggesting a transfer of certain qualities of a well-known person to a product. Advertising often uses this approach when famous athletes or film stars are pictured with familiar products. The intent is to transfer admiration for the person to the product.

**Transfer Example:** An advertisement might show a prosperous, happy, loving family drinking a certain brand of milk. The goal of the transfer technique is to get the viewer to associate the brand of milk with prosperity, happiness, and love.

3. **The Glittering Generality**—Here the purpose is to convince people of the efficiency of a product or a cause by making sweeping unsupported statements about it.

**Glittering Generalities example:** The merchandise at the Ultras Store is top quality. The manager has clothes shipped in from all over the world.

**Analysis:** The fact that the clothes come from all over the world is an irrelevant detail that does not support the conclusion that the merchandise is top quality. The manager could be searching worldwide for cheap goods.

4. **Name Calling**—Words which can arouse emotions are often used to affect people's attitudes in the absence of facts. Both negative and positive emotions can be aroused, depending on the purpose.

**Name-Calling Example:** A speaker might ask you to vote against a candidate because that candidate is "a warmonger," "a tree hugger," "a preppie," or "an egghead."

5. **Bandwagon**—Often people are persuaded to make up their minds before examining the facts by the introduction into the situation of such statements as "Everybody's doing it," and "All your neighbors are for it."

**Bandwagon Example:** Someone says that you should vote for a proposal because all your friends are voting for it; however, no one mentions why the proposal is worth supporting.

6. **Card Stacking**—A one-sided argument can be very persuasive, particularly to a person who does not have insight into the situation. A series of facts may be presented to make a case for a cause or a product, but care is taken to include only favorable information. It can be difficult to see through this type of argument.

**Card-Stacking example:** A speaker might refer to someone who has amassed a fortune through intimidation and illegal means as a "good breadwinner." This phrase tells only part of the story since it ignores the negative methods the person used to become a "good breadwinner."

7. **Home Folks**—This is a device which is used to associate a product or an idea with those of the common people.

## Evaluating a Speaker's Reasoning Is the Speaker using Logical Reasoning?

### Faulty Reasoning:

1. **Hasty generalizations**—conclusions or opinions drawn from very few observations or that ignore exceptions.

**Hasty Generalizations example:** Seeing John turn his paper in late today, a classmate might make the hasty generalization that John never turns his work in on time.  
**Analysis:** Today may be the only time John has turned in a paper late. Basing a conclusion on only one observation is faulty reasoning.

2. **Begging the question**—assuming the truth of a statement before it is proven.

**Begging the Question example:** A speaker says, "With my plan, this country's failed and ineffective health care system can be remedied within a decade."  
**Analysis:** The speaker has given no proof that the country's health care system is an ineffective failure.

3. **False premises**—a premise that is untrue or distorted.

False Premises example: We're bound to have a winning team this year. Five of our starters are back. Analysis: This statement is built on the premise that experience ensures skill and success. This is not necessarily true.

#### 4. False analogies-an analogy is a form of reasoning by comparison.

False Analogies example: A band member says to a friend, "I wish you'd learn to play the saxophone so you could join the marching band. Since you play the violin so well, I'm sure you could learn the sax easily."

Analysis: Playing a violin well does not ensure that one can also play a saxophone well; the instruments and skills needed to play them may be very different.

#### 5. Irrelevant evidence-is information that has nothing to do with the argument being made.

## **Listening and Evaluating** **\*critique-an analysis and evaluation**

1. Oral critique
  - a. Give positive feedback
  - b. Concentrate on one or two criticisms
  - c. Mention what the speaker could do to improve
  - d. Be specific
2. Written critique
  - a. Think about the organization of the speech
  - b. Consider the content of the speech
  - c. Analyze the language the speaker used
  - d. Comment on the delivery the speaker used

## **Checklist for Listening**

1. Do I give the communicator my full attention, listening from his first words, putting aside everything else and concentrating on him? From his point of view, do I seem to be attentive, or do I emit distress signals?
2. Do I listen sympathetically and courteously? Do I avoid distractions? If I disagree, do I nevertheless hear him out and await a proper time to reply? Do I react to humor?
3. Can I follow his reasoning, staying with him to the end?
4. Do I make a mental note of ways to praise him? Do I suggest specific methods for improvement?
5. Have I aided the speaker by attentive listening?
6. Can I summarize the main points of the speech?
7. Can I see why the speaker uses certain materials, creates certain attitudes, cherishes certain values?
8. Can I compare or contrast the performance with an earlier performance by the same individual?
9. Am I aware of digressions?
10. Do I distinguish between evidence and opinion and between persuasion and propanganda?

## **The "Ten Commandments of Good Listening"**

1. Stop talking. Obvious, but not easy.
2. Put the speaker at ease. Create a permissive, supportive climate in which the speaker will feel free to express himself or herself.
3. Show a strong desire to listen. Act interested and mean it.
4. Remove distractions. External preoccupations are less likely if nothing external is present to preoccupy you.
5. Empathize. Try to experience to some degree the feelings the speaker is experiencing.
6. Be patient. Give the speaker time to finish; don't interrupt.
7. Hold your temper. Don't let your emotions obstruct your thought.

8. Go easy on argument and criticism. Suspend judgment.
9. Ask questions. If things are still unclear when the speaker is finished, and if the opportunity is present, ask questions which serve to clarify the intended meanings.
10. Stop talking. In case you missed the first commandment.

## **Other Rules for Effective Listening**

1. **Prepare.** Careful thought and some research can prevent your becoming an ignorant listener.
2. **Seek intent.** Ask yourself: “Why does this person feel this way, or say these things, or take such actions.”
3. **Seek structure.** Try to look for an organizational scheme in the speaker’s statements. This can help you in remembering what he/she said and in organizing what you will say.
4. **Analyze.** Don’t accept what the speaker says at face value. Analyze what the speaker says.
5. **Focus.** Keep your mind on the main topics and the message at all times.
6. **Motivate yourself.** “Psyche yourself into listening.”

### **PLEASE ANSWER THE FOLLOWING QUESTIONS ON YOUR OWN PAPER**

Sub Packet # 3 Speech Listening Questions (part C page 9 & 10)

1. Describe- The Testimonial.
2. Describe- Use of Transfer
3. Describe- The Glittering Generality
4. Describe- Namecalling
5. Describe- Bandwagon
6. Describe- Card Stacking
7. Describe- Home Folks
8. Describe- Hasty generalization
9. Describe- Begging the question
10. Describe- False premises
11. Describe- False analogies
12. Describe- Irrelevant evidence
13. Define critique
14. What 4 things should be included in an oral critique?
15. What 4 things should be included in a written critique?
16. What 10 things should be included in a checklist for listening?
17. State the 10 commandments of listening.
18. What are the 6 “Other Rules for Effective Listening”?