

Advertising, Marketing, & Propaganda Techniques

KEY TERMS

1. **Marketing**

- The act of buying or selling in a market. Includes all of the activities involved in the transfer of goods from the producer or seller to the consumer or buyer.

2. **Advertising**

- The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.

3. **Propaganda**

- A form of communication that is aimed at influencing the attitude of a community toward some cause or position so as to benefit oneself.

4. **Advertising/Propaganda Techniques**

- Methods and approaches used to draw attention to a product/service or spread ideas that further a cause – a political, commercial, religious, or civil cause.

5. **Bandwagon**

- Persuading people to do something by letting them know others are doing it.

6. **Testimonial**

- Using the words of a famous person to persuade you.

7. **Transfer**

- Using the names or pictures of famous people, but not direct quotations.

8. **Repetition**

- The product name is repeated at least four times.

9. **Emotional Words**

- Words that will make you feel strongly about someone or something.

10. **Name Calling**

- This technique consists of attaching a negative label to a person or a thing. People engage in this type of behavior when they are trying to avoid supporting their own opinion with facts. Rather than explain what they believe in, they prefer to try to tear their opponent down.