Propaganda and Logical Fallacies

What is Propaganda?

Propaganda is a persuasive and widespread message designed to represent the interests of a

particular group. It attempts to bypass logic through faulty reasoning and emotional appeals.

Propaganda is recognized by its:

* Persuasive function
* Sizeable target audience
* Representation of a specific group’s agenda
* Use of faulty reasoning and/or emotion appeals

**Assertion**: debatable ideas are stated as facts, with little or no explanation or justification

**Bandwagon:** takes advantage of the human desire to be part of the majority group or the winning team

**Card Stacking**: “the sin of omission” – the trivialization or exclusion of conflicting viewpoints

**Glittering Generalities**: without context or specific definitions, serve only to evoke emotions

**False Dilemma:** forced to choose the option that is labeled “good,” regardless of whether there is a logical argument for it

**Lesser of Two Evils:** choose the better of two poor options, without considering other possibilities

**Name-Calling:** crude and obvious, it can be used against an unpopular target

**Pinpointing the Enemy:** assigns a single cause to a multifaceted problem

**Plain Folk:** portrays and individual as an “average Joe” to gain the public’s trust

**Testimonials:** trust the celebrity, expert, or “plain folk” who give the testimonial will carry over to the product or cause at hand

**Transfer:**  to circumvent logic by encouraging their audiences to transfer emotions and association from one thing to another