Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

It is important to be able to evaluate what you read and hear. If you did not sort the credible from the incredible, the serious from the playful, the essential from the nonessential, the world would be full of conflicting and bewildering messages. Critical thinking enables you to distinguish between fact and opinion and distinguish sound from faulty reasoning. Fallacies and propaganda devices are slippery by nature; they overlap, are often used in combination, and do not always fit neatly into one category or another.

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| **Propaganda** | A kind of faulty reasoning results from substituting emotion for thought. Propaganda is an indirect message appealing primarily to emotion. It is aimed at forming opinions rather than increasing knowledge. Propaganda intends to persuade without offering a logical reason to adopt a particular view or take a particular action |
| **Testimonial**  |  |
| **Bandwagon** |  |
| **Glittering Generalization** |  |
| **Emotional Appeal** |  |
| **Plain Folks Appeal** |  |
| **Scientific Appeal** |  |
| **Name Calling** | This is the opposite of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_ approach. Name-calling ties a person or cause to a largely perceived negative image. |
| **Transfer** | Transfer employs the use of \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_ or the \_\_\_\_\_\_\_\_\_\_\_ of respected people to convey a message not necessarily associated with them. In the use of transfer, the candidate/speaker attempts to \_\_\_\_\_\_\_\_\_\_us through the indirect use of something we respect, such as a patriotic or religious image, to promote his/her ideas. Religious and patriotic images may be the most commonly used in this propaganda technique but they are not alone. Sometimes even science becomes the means to transfer the message. |
| **Fear** | This technique is very popular among \_\_\_\_\_\_\_\_\_\_\_\_\_ parties and PACs (Political Action Committees) in the U.S. The idea is to present \_\_\_\_\_\_\_\_\_\_\_\_ circumstance and usually follow it up with the kind of behavior needed to avoid that horrible event. |
| **Logical Fallacies** | Applying logic, one can usually draw a conclusion from one or more established premises. In the type of propaganda known as the logical fallacy, however, the premises may be \_\_\_\_\_\_\_\_\_\_ but the conclusion \_\_\_ \_\_\_\_. Logical Fallacy: refers to the concept of making an error in terms of \_\_\_\_\_\_\_\_\_\_\_\_. Fallacies can also be categorized more specifically based on the cause of the fallacy such as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |

Group #\_\_\_\_\_\_\_\_\_\_

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