

Campaign Advertising & Propaganda

The logical conclusion for the development of propaganda techniques is in its application in the form of television commercials. Each of the techniques we've discussed is employed in campaign commercials. In today's "soundbite campaigns" effective commercials may be the most influential component of political campaigning.

In the following collection of videos, it is important that you are able to not only realize the types of propaganda being used within each, but also the type of both positive and negative commercials being used...

Quick Reminder of Nine Key Forms of Propaganda:

- 1.) Plain Folks: Candidate Pretends to be commoner
- 2.) Bandwagon: *Attempts* to get voter to follow the "majority"
- 3.) Glittering Generalities: The use of broad and vague statements and often "fancy figures"
- 4.) Card Stacking: Presenting only one side of the issue and juggling facts and statistics
- 5.) Playing on Emotions: Use of symbols, sounds and settings to try and transfer feelings to the candidate
- 6.) Blame: Blaming the opposition for something over which they have little control
- 7.) Name Calling (smear tactics): Giving opposition a bad name/spreading false rumors/exaggerating/promoting fear
- 8.) Word Magic: Selling a product through catchy phrasing for the consumer's mind
- 9.) Transfer: have qualities and images that appeal to consumers be transferred to the candidate

Positive Commercials:

Type 1- *Profile Spots: These are informational commercials trying to acquaint the voters with the candidate's vision, strengths, background, vision, and character.*

They are useful for: _____

- *What propaganda techniques did you see in this set? Explain:*

Type 2- *Testimonial Spots: Use famous figures that people know of to help establish the candidates credibility. These types of advertising used to be very important before the dawn of the information age and blow by blow television reporting.*

Has this type of commercial declined or increased in value recently? _____

- *How can using big-wig testimonials be a double edged sword?*

- *What propaganda techniques did you see in this set? Explain:*

Type 3- *Accomplishment Spots: Where the public office holder justifies his record and recounts the highlights of their time in public office.*

• *Candidates who feel confident enough to "let their records speak for themselves must be careful not to appear "*
' You may be expected to identify both in a sample commercial for your test essay question. "

- *What propaganda techniques did you see in this set? Explain:*

Type 4- *Issue Spots: Campaign commercials which deal with candidate's positions on important issues....either defending against pre-conceived notions of their party, or staking out a 'bold' new policy proposal.*

- *About half of these issues deal with _____*

- *What propaganda techniques did you see in this set? Explain:*

Type 5: *Generic Commercials Made by parties (mostly with money from soft money). They can be either positive or negative. Positive ones tend to reinforce the image of the party as a defender of*

some value whilst negative ones attack their opponents where they are weakest.

• Explain how these commercials use stereotypes to get their points across.

• What propaganda techniques did you see in this set? Explain:

Type 6: Musical/Symbolic Spots Music alongside symbolic objects are often a primary messenger in political advertising. In these spots, a power full or symbolic song is enmeshed-with symbols of strength for the nation (which will hopefully be transferred to the candidate.)

• Use examples to explain how this type of commercial has improved over the decades:

• What propaganda techniques did you see in this set? Explain:

Other positive examples not shown...Humor, Heritage

Negative Commercials:

Type 7: Negative Record Spots This type attacks the record of a candidate (usually the incumbent as he has one). It seems easy to do this as candidate, in the end, always promise something on which they later go back on..

• Explain how a candidate's political allies can also unintentionally harm him...

• What propaganda techniques did you see in this set? Explain:

Type 8: Response Ads: These ads challenge the assertions of previous negative spots made by their opponent

• What are three possible ways to respond to "attack ads? "

1.

2.

3.

• What propaganda techniques did you see in this set? Explain:

Type 9: Character Challenge Spots: These ads are often the focus of a campaign and can make or break a politician. Those who use this type of ad run the risk of having their own negative perception (as dirty politicians) rise, however the rewards can be equally beneficial (especially if you attack the opponent in an area the electorate already feels uncomfortable about him or her).

Make sure to note the tactics of these ads as they may be particularly effective in your own campaign...

* What propaganda techniques did you see in this set? Explain:

Type 10: Scare Tactics: These ads also have potential to backfire but can also be strongly damaging to a political opponent in which the electorate has a preconceived fear ' with one of their policies.

• What propaganda techniques did you see in this set? Explain:

• Why is the "daisy girl" commercial considered one of the most effective in history?

Essay: With all of these campaign commercial styles and propaganda techniques, what measures can a viewer take to "sift through the dirt " when watching campaign advertisements?