

Five propaganda techniques generally used in advertisements
Give definition and examples of each.

a. Bandwagon: persuading people to do something by letting them know others are doing it.

b. Testimonial: using the words of a famous person to persuade you.

c. Transfer: using the names or pictures of famous people, but not direct quotations.

d. Repetition: the product name is repeated at least four times.

e. Emotional words: words that will make you feel strongly about someone or something.