Types of Propaganda

The purpose of propaganda is to systematically promote particular ideas, doctrines, or practices.

Common types of propaganda used during WWII

Name-Calling—the use of derogatory or negative words. It connects a person or a thing to a negative image or symbol. In this technique it is hoped that the audience will accept the connection without investigating the evidence.


Glittering Generalities—these are virtue words (good, democracy, religious, motherhood) for which we have deep seeded ideas. Words we believe in, live by, and are ready to fight for. This is dangerous because these words mean different things to different people. Propagandists will use these words to get people to choose a side or fight a war but their definition of the word may not be the same as yours. It is name-calling in reverse. Instead of wanting you to reject someone because of something negative they say, they want you to accept and support something because of what you support and believe in.

Example: If you are patriotic, you will fight in this war. Good people do this (fill in) and during WWII good mothers can and scrap.

Euphemism—this is used when propagandists make something awful or negative more palatable. Words that are bland or neutral are often used.

Example: civilian deaths are "collateral damage," lying is "fabricating," and murder is "liquidation," and during WWII (and other times of war) death is "loss."

Transfer—when the propagandist transfers the importance, power, or approval of something we respect and accept to something else they wish us to accept and respect. Symbols are often used.

Example: a picture of a cross or other religious symbol next to a politician, "science based" and during WWII they often used Uncle Sam in posters to show that something was "American."

Testimonial—the recommendation or endorsement of something by a person whose opinion is valued (or who is famous). There is nothing wrong with someone qualified recommending someone or something but testimonials are often used in ways that are misleading and unfair.

Example: a doctor selling a medication on television, a famous singer endorsing a presidential candidate and during WWII President Roosevelt telling Americans to buy War Bonds.

Bandwagon—everyone is doing it and so should you. No one wants to be left out or ignored so people will join or agree when they believe "everyone" is doing it.

Example: peer pressure, joining a religious group or political party, buying a product or service and during WWII posters that said everyone has a Victory Garden, or scraps, or joins up.

Fear—the propagandist warns that something horrible will happen to the group or person if they do not follow a specific course of action. They play on fear and try to get you not to think.

Example: if you don’t vote for me we will be attacked by our enemy, and during WWII posters that said if you don’t conserve bacon fat, soldiers will die.