SYMBOLS are larger than reality, usually emotional, *idea-conveyances*; symbols can be words, designs, places, ideas, music, etc. They can symbolize tradition, nationalism, power, religion, sex or any emotional concept. The fundamental principle of persuasion is to rub the emotional content of one thing onto another. Thus, a beautiful woman can be used on TV to promote lust, romance, killing of police, or *Snickers'* nutrition.

HYPERBOLE is exaggeration or "hype." *Glittering generalities* is a subset of hype that utilizes impressive language. Vague and meaningless, it leaves the target impressed emotionally and, therefore, more susceptible to the next sales pitch. For example, "The greatest automobile advance of the century..."

DEFENSIVE NATIONALISM uses fear (usually of an enemy) although it can be a political opponent sickness or any threat. For example, calling statements "McCarthyism" or "communism" brings up fear of demagogues and dictatorship.

SCAPEGOATING is a powerful subset of defensive nationalism that blames many problems upon one person, group, race, religion, etc.

HUMOR is a powerful emotion. If you can make people laugh, you can persuade them.

LIES work--on cereals boxes, ads and on television "news." Most people want to believe what they see. According to Hitler, people are more suspicious of a small lie than a large one.

"MAYBE, MIGHT, AND COULD" can make outrageous claims are fine. Listen to infomercials.

TESTIMONIALS use famous people or respected institutions to sell a person, idea or product. They don't need to have nothing in common. A dangerous trend: We seem to be increasingly conditioned to accept illogic as fact

REPETITION drives the message home many times. Even unpleasant ads work. Chevy trucks are "like a rock," and smoking Marlboro can make you tough and independent (Fact: it used to be a cigarette for girls.)

PLAIN FOLKS RHETORIC is popular with advertisers and politicians: it's the strategy of promoting oneself or one's products as being of humble origins, common--one of the gals/guys. Unfortunately, plain folks reinforces anti-intellectualism (a common tendency of all electronic media), implying that to be "common" is good (an' hit ain't, dude, ya no?)
**FUHRERPRINZIP** means "leadership principle." (The term was first used in this manner by Josef Goebbels.) The idea is basically "Be firm, bold, strong; have dramatic confidence." Many cultural icons emphasize the strong, yet plain, superhero (for example Clint Eastwood, Bruce Willis, Arnold Schwarzenegger). Some think this role modeling leads to a great deal of male aloneness, and, perhaps, less ability to cooperate. The strategy is frequently combined with plain folks.

**AD HOMINEM** is name calling. It can be direct or delicately indirect. Audiences love it. Our violent, aggressive, sexual media teaches us from an early age to love to hear dirt. (Just tune in to afternoon talk TV). Name calling is frequently combined with hype, truth, lies, etc. Remember, all is fair in love, war, political dirty tricks and advertising, and suing for libel is next to impossible!

**FLATTERY** is telling or implying that the members of your target audience are something that makes them feel good or, often, what they want to be. And, I am sure that someone as brilliant as yourself will easily understand this technique.

**BRIBERY** seems to give something desirable. We humans tend to be greedy. Buy a taco; get free fries.

**DIVERSION** occurs when one seems to tackle a problem or issue, but, then, throws in an emotional non-sequitur or distraction. **Straw man** is a subset that builds up an illogical (or deliberately damaged) idea which one presents as something that one's opposition supports or represents. Then one proceeds to attack this idea, reducing one's opponent.

**DENIAL** is the practice of avoiding attachment to unpopular things; it can be direct or indirect. An example of indirect denial was when Dukakis said, "Now I could use George Bush's Willie Horton tactics* and talk about a furloughed federal (the President's jurisdiction) prisoner who brutally raped a mother of five children, but I would not do that."

**CARD STACKING** is using statements or facts in a context that gives a false and/or misleading impression--telling only part of the story. Read the quotations from the critic's in any movie ad.

**BANDWAGON** is the persuasive strategy that says "everyone is doing it." It plays upon the universal loneliness of humankind. In America with our incredible addiction to sports, it is often accompanied by the concept of winning. "Wear Marlboro gear."

**SIMPLE SOLUTIONS** avoid complexities (unless selling to intellectuals). This strategy attaches many problems to one solution.

"**SCIENTIFIC" EVIDENCE** uses the paraphernalia of science (charts, etc.) for "proof," which often is bogus. A classic example is Chevy's truck commercial chart of vehicles on the road after ten years.
GROUP DYNAMICS replaces that "I" weakness with "we" strength. Concert, audiences, rallier, pep rallies.

RHETORICAL QUESTIONS get the target "agreeing," saying "yes," building trust; then try to sell them.

NOSTALGIA is the idealization of and longing for the past. A nostalgic setting can make a product seem more attractive. Forrest Gump!

TIMING can be as simple as planning your sell for when your target is tired. In sophisticated propaganda it is the organization of multiple techniques in a pattern or strategy that increases the emotional impact of the sell.