

Methods and  
Forms of  
Persuasion  
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(A Guide to the Art of Manipulation Itself)

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## **PART I: WHAT IS PROPAGANDA?**

Propaganda is a process of manipulation as well as persuasion by using advertising to help the winning candidate. Propaganda is not a type of word play but it is commonly used in political science as well as business and psychology. We all look at propaganda as marketing strategy whether someone is advertising for a political candidate, or for the next, "miracle product". In the innovation industry, an inventor needs to find out the most cost efficient way to market an idea to entrepreneurs without spending a fortune. Propaganda is sometimes helpful and sometimes not. The main problem is that Propaganda is often considered bias or giving a richer candidate or marketer a higher advantage of winning over the others. A common technique in a presidential election is to insult the other candidates through name calling or mudslides, this is a way of manipulation and deception as well as a commonly thought out method of, "sneezy" advertising mainly because it is used more often in the liberal parties rather than the conservative political parties. Many people think it doesn't make a difference but insulting the candidate can have up to an 80% difference on voter's choice. This can let someone who did much worse things to the economy win just because of forms of advertising. This is all a type of marketing strategy. For example, president Obama provided an 8.4mil dollar loan to Google, in exchange they play his advertisements at least an average of 100 times on every monetized video on youtube, this may not seem like much but actually gave him exposure to over 380 mil people a month on that website alone. John Dunn, a major political theorist in cambridge, believes that advertising is one of the main reasons of a politician win, regardless of his moral value. However, this form of advertising can also be used in conservative parties as well, but most conservative parties use methods of repetition or bandwagon based on the idea of their views on the economy. The 8 types of propaganda include: **Bandwagon** (Everyone else has this hottest new product on the market), **Plain Folks** (This guy came from a small town and won the heart of america more than once, who thinks he wouldn't win again, he is a citizen like you and me.), **Testimonial** (Wow you can get two for the price of one! You will never find this anywhere else!), **Transfer** (When you go into that ballot tonight, who do you think God would vote for!), **Fear** (This man is an anarchist and he will ruin your economy, kicking you and your children out of your own homes, vote for the right choice, the choice that will bring this country back up on the right track), **Logical Fallacies** (RFID Tags are implemented in the hand or the forehead, RFID Tags implements the number 666, RFID Tags are the mark of the beast), **Glittering Generalities** (We have right as americans and as people of democracy, vote no on proposal 62), **Name-Calling** (Do you want a weak, bully to run this country, or someone who actually got somewhere in life?).

## **PART II: MARKETING IN SCHOOLS AND INSTITUTIONS**

Marketing in schools is often a valuable marketing strategy to market items such as books, foods, technology, or other types of venue. The idea is to grab interest to younger people or people who are receiving education to achieve a more opinionated approach. This fact does surprise me, but what is more surprising is that it may be a more valuable marketing approach than others. For example, you won't advertise a particle accelerator on food network, and you won't advertise hamlet on a children's show. However, you can advertise a particle accelerator in CERN, or advertise Hamlet in College Literature Class. I do believe corporations should be aloud to market their products in school but not market ideas such as political campaigns, RFID Tagging, or anything that makes students feel uncomfortable or an invasion of privacy.

## **PART III: EMOTIONAL APPEAL**

Emotion Appeal is a type of advertising that deals with emotions of people it is also considered in greek philosophy as ethos and pathos. Ethos meaning ethical ways to bring out one's emotions in a regular response to the situations. Pathos mean to toil or play with one's emotions. Usually Pathos is a very bias

and deceptive form of advertisement. For example: When Michael J. Fox was talking about dealing with parkinson's disease he over exaggerated his illness, rather than having congress spending money on more important things such as creating medicines that prevent the disease of Tuberculosis. The main reason that congress funded him, was because he said one day he hopes that he can be cured and dance in his children's weddings. This was sort of his word play to get congress to provide him funding. Another method of persuasion is marketing through Jingles, which is used as an emotional appeal or just something catchy, or easy to remember. This can give more interest to the consumer by helping them remember the product or the main idea behind something. The same methods works for entrepreneurs, but much less often.

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