

Name: _____

Bias and Propaganda Match

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| 1. Good feelings, looks, or ideas transferred to the person whom the product is intended to. | A. Name calling |
| 2. Appealing to regular people's values like family, patriotism, hard work, etc. | B. Plain folks |
| 3. This is similar to card-stacking in terms of use of facts. | C. Bandwagon |
| 4. are quotations or endorsements, in or out of context, which attempt to connect a famous or respectable person with a product or item. | D. Transfer |
| 5. Appealing on an emotional level, most often sadness or fear. | E. Glittering Generalities |
| 6. It is the simple repeating of a word within a sentence or poetical line. | F. Emotional Appeal |
| 7. An appeal to be part of a group. | G. Testimonial |
| 8. is the act of generically describing a certain type of person or group of people. | H. Stereotype |
| 9. Trash-talking another product or person or "Mudslinging". | I. Repetition |
| 10. Words of general praise for a product or person. | J. Card Statistics |