

Political Ad Techniques

Transfer

Using popular symbols to create a positive connection between that image and the candidate. It can also be used to connect a negative image to the opponent to create a negative connotation.

Glittering generalities

Uses very vague language that seeks to create an overall positive effect on the viewer to appeal to a variety of their interests.

Testimonial

Support or endorsement from a well-known public figure or celebrity.

Mudslinging

Much like how it sounds, this technique is used to cast the opponent in an unflattering way. Name-calling, accusations, and groundless assertions are common when this technique is applied.

Bandwagon

Conveying a sense of momentum that the candidate featured in this type of advertisement is winning is the epitome of the bandwagon ad. The message of this ad is that the viewer should cast support to the candidate because they are successful.

Card-stacking

This type of ad uses one-sided data to present a conclusion to the viewer that flatters a candidate and/or hurts the opponent. Omissions of information about the data that are needed to draw informed conclusions are not uncommon with this type of ad.

Plain folks

When a candidate creates a likeness of himself to the homespun, down-to-earth, hard-working average voter, they are practicing this style of propaganda technique.