



Quick Guide

to spot

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propaganda

QUICK GUIDE TO SPOT PROPAGANDA

Linguistic Techniques

1 Emotional Appeals

Fear: danger, threat, crisis, peril, emergency

Patriotism: loyalty, freedom, liberty, homeland, nation, duty

Glory: honor, hero, sacrifice, legacy, triumph

Security: protection, safety, defense, safeguard

Hate: enemy, traitor, villain, corruption, evil

2 Simplification

Stereotyping: typical, usual, normal, standard

Generalizations: always, never, everyone, no one

Over-simplification: black and white, cut and dried, easy solution

3 Bandwagon

Popularity: everyone, majority, consensus, common sense

Inevitability: unstoppable, destined, inevitable, natural progression

4 Transfer

Symbols: flag, cross, eagle, crown, emblem

Association: ally, friend, partner, team, unity

5 Testimonials

Endorsement: approve, support, recommend, advocate

Credibility: expert, authority, respected, renowned, qualified

6 Plain Folks

Relatability: common, everyday, regular, average, grassroots

Simplicity: simple, basic, straightforward, unpretentious

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7 Glittering Generalities

Virtue Words: freedom, democracy, justice, progress, prosperity

Positive Connotations: bright, future, hope, vision, dream

9 Card Stacking

Selective Information: fact, evidence, proof, undeniable, statistics

Omission: ignore, overlook, forget, omit, hide

11 Euphemisms

Softening Terms: collateral damage, downsizing, neutralize, enhanced interrogation

Neutral Language: issue, challenge, incident, situation

8 Name Calling

Negative Labels: liar, fraud, coward, extremist, radical

Dehumanization: vermin, parasite, monster, barbarian, savage

10 Stay Positive

False Dilemma: either/or, no alternative, only option

Ad Hominem: attack, discredit, insult, smear

Straw Man: misrepresent, distort, exaggerate, oversimplify

12 Repetition

Mantra: chant, slogan, motto, refrain, catchphrase

Consistency: repeatedly, again and again, persistently, constantly

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13 Loaded Language

Intensifiers: absolutely, definitely, without a doubt, unquestionably

Diminishers: merely, only, just, simply, minor

14 Appeals to Authority

Expertise: scientist, professor, analyst, specialist, official

Institutional Backing: organization, agency, government, council, institute

15 False Equivalence

Comparison: alike, equivalent, similar, just like, as much as

Parallels: mirror, reflect, resemble, match, correspond

16 Ideological Language

Values: tradition, family, faith, morality, principle

Belief Systems: ideology, doctrine, philosophy, vision

17 Scapegoating

Blame: fault, cause, responsible, culprit, accountable

Targeting: minority, outsider, foreigner, alien, invader

18 Divisive Language

Us vs. Them: ally, adversary, supporter, opposition, faction

Conflict: struggle, fight, battle, war, clash

19 Unity and Solidarity

Togetherness: united, collective, community, solidarity, harmony

Inclusiveness: all, everyone, inclusive, without exception, together



Critical evaluation

Keep challenging yourself and others in critically evaluating the messages you read and hear in media and public discourse.

SERVICES



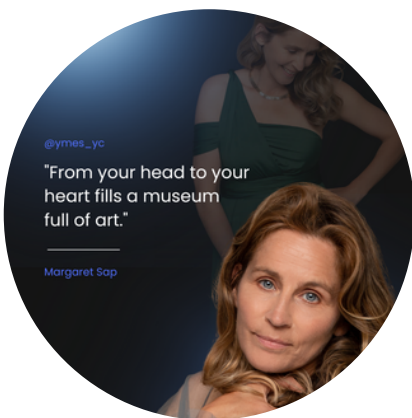
1:1 Coaching VIP

If you look for an acceleration of your personal growth, you just found it. You will have all my attention to sharpen yourself. Perspectives are my superpower. Your self-awareness is highly awakened and enhanced in no time.



Group Coaching / Teams Coaching

By creating a safe space for participants to open up, group and team coaching under my guidance is fun, impactful and has long lasting effects on both individual and teamlevel.



Speaker

The world needs inspiring leaders that dare to use creativity and empathy to protect what is to be cherished and to disrupt what requires change. I bring serious lifestyle topics with fun, anecdotes and tangible action steps to a broad audience to spark joy and self-leadership for community well-being.

THANK YOU!



This is your one and only life and my wish for you is to live your life as free and genuinely joyful as possible. Your choice to invest more time and attention in conscious creative living will add great value to you life experience.

Stay tuned to great opportunities here:



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