Partial List of propaganda techniques. (Cole, Robert. Encyclopedia of Propaganda (3 vol.). 1998.)

Ad hominem: Attacking your opponent personally rather than the arguments they are making.

Ad nauseam: Excessive repetition of a phrase, slogan, or idea.

Appeal to authority: Citing of prominent figures or specialists to support an idea, argument, or course of action.

Appeal to fear: Instilling fear or anxiety in the general population through scare tactics.

Bandwagon: The propagandist tries to convince others that their side will win and others should join them because of this. Also called “inevitable victory” and “joining the crowd”.

Big Lie: The Big Lie uses pieces of truth to justify actions. Over time the Big Lie supplants the truth and distorts the public’s view of the facts.

Black-and-White fallacy: Presenting issues as having only two sides or options when in reality there may be a number of choices.

Cherry picking (fallacy) or Selective truth: Selecting and reporting only those truths that will further your stance while ignoring or hiding facts that are against you.

Common man: The use of regular people to present the message to the target audience. In radio propaganda this may be conveyed by a folksy accent or being introduced as a worker, farmer, stay-at-home-mom, etc. This technique also utilizes common words and avoids intellectual-sounding speech so that the target audience feels that the message is coming from one of their own.

Cult of personality: Building up a person to heroic proportions by constant and unquestioning flattery and praise.

Demonizing the enemy: Making the enemy out to be sub-human by means of attributing immoral or distasteful behaviour to them, labelling them, and otherwise insulting them to justify the actions being taken against them.

Disinformation: Simple but effective technique of disseminating false information to mislead or coerce.

Euphemism: Suggesting something more serious with a more innocuous word or phrase. Example: Calling the actions of the holocaust ‘relocation’, ‘evacuation’, or ‘the final solution’.

Exaggeration: Hyperbole in which the general aspects of the statement are true to a certain degree. Making something more powerful, imminent, desperate, etc., than it really is to invoke an emotional response.

Flag-waving: Justifying actions by classifying them as patriotic or good for one’s group.

Foot-in-the-door technique: Technique used by salesmen in which something is offered that the buyer is more likely to accept and later pushing some larger item. For example, the racist and murderous policies against the Jews in Germany during WWII were instituted a little at a time.

Glittering generalities: Emotionally appealing words or phrases applied to products or ideas that are generally not based in fact or provide analysis. (Statements like, “America is the Best” or “Canadian Soldiers are the Strongest”)

Guilt by association or Reductio ad Hitlerum: Associating a policy, idea, or course of action with an already hated group or person. The target audience already hates that character and so they should hate the new idea as well. It is a form of bad logic where A is said to include X, and B is said to include X, therefore, A = B, which is false.

Intentional vagueness: Statements that are so general that the audience is encouraged to make their own interpretations.

Loaded language: Using words or phrases that come laden with emotional power instead of more neutral words. For example, calling the administration of a rival nation a ‘regime’ rather than a ‘government.’

Name-calling: Labelling an enemy with a word created to produce prejudice and discourage impartial examination. Goes hand and hand with demonizing.

Oversimplification: Simplifying complex issues in order to present it in a favorable way that the target audience can readily understand.

Quotes out of Context: Selective editing of the words of enemies to change meanings, and therefore opinions of that person.

Rationalization: Attempts to justify actions or ideas. Rationalization may use a number of other techniques.

Red herring: Facts or data that are irrelevant to the issue being discussed but because they are compelling appear to validate the argument.

Repetition: Simple but effective tool that reinforces ideas and makes them more prevalent. Constant repetition of slogans, phrases, and catchy tunes resonate in the population even when not everybody agrees with them.

Scapegoating: Assigning blame for failures to individuals or groups to shift responsibility from the responsible agent. For example, losses in battle were often attributed to traitorous or incompetent commanders rather than generals or politicians higher up in the party structure.

Slogans: A brief and catch phrase that is easy to remember and stirs an emotional response.

Testimonial: Personal accounts that are presented as the norm. A soldier may give a favourable account of conditions at the front that is intended to be representative of all soldiers and all fronts.

Third party technique: Presenting information or opinions as having come from an outside source that has no stake in the outcome. People are more inclined to listen to arguments if they appear to come from an unbiased source. Examples are the use of journalists, scientists, or experts providing ‘facts’ or analysis.

Virtue words: The use of words that are imbedded in the value system of a target audience. Peace, hope, happiness, security, wise leadership, freedom, "The Truth", etc. are virtue words. The words vary depending on the culture and society to which they are targeted.