

bias	when you prefer one idea over another	Examples:
propaganda techniques	a message designed to persuade its intended audience to think and behave in a certain manner	Examples:
assertion	presenting an idea as fact without any explanation in order to persuade	Examples:
bandwagon	trying to persuade you to join in or buy the product by stating or showing that a large amount of people do it or use it	Examples:
cardstacking	presenting a large amount of facts on only one side of an issue or product in order to persuade	Examples:
emotional appeal	appealing to a person's emotions in order to persuade	Examples:

glittering generalities	associating a positive word or phrase with a product in order to persuade	Examples:
logos	using facts in order to persuade	Examples:
namecalling	using negative words to discredit a product, thereby convincing people to buy another	Examples:
plain folks	showing ordinary people using a product in order to persuade	Examples:
red herring	using distraction or presenting facts that aren't relevant and then linking it to the product in order to persuade	Examples:
snob appeal	showing your product as superior to others or being used by a high class of people in order to persuade	Examples:
statistics	presenting facts that contain	Examples:

	numbers or percentages in order to persuade	
stereotyping	implying a characteristic pertains to a large amount or group of people in order to persuade	Examples:
testimonials	using quotes from people who used the product (sometimes a celebrity) in order to persuade	Examples:
transfer	associating a picture, symbol, or celebrity that has a positive feeling attached to it with a product in order to persuade	Examples: