



# ACADEMIC RESOURCE CENTER

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## Sample: Cornell Lecture Notes

Cue Column	Notes Column	
<p>Define "Propaganda"</p> <p>List 4 common tech. used by advertisers</p> <p>Define &amp; explain "testimonial" technique</p> <p>Define &amp; explain "bandwagon" technique</p> <p>Define &amp; explain "plain folks" technique</p> <p>Define &amp; explain "transfer" technique</p>	<p style="text-align: right;">HUM 123 March 30, 2000</p> <p style="text-align: center;"><u>Propaganda Techniques in Advertising</u></p> <p><u>Intro</u> Propaganda used by politicians, writers. Also by advertisers.</p> <p>Def: Messages intended to persuade audiences to adopt a certain opinion.</p> <p>Advertisers use propaganda. 4 techniques common.</p> <p>1. <u>Testimonial</u></p> <ul style="list-style-type: none"> <li>• Def: Celebrities used to pitch idea, sell product;</li> <li>• Audience associate star qualities of celebrity w/ product.</li> <li>• Ex. Michael Jordan sells Nike shoes</li> </ul> <p>2. <u>Bandwagon</u></p> <ul style="list-style-type: none"> <li>• Def: Encourages people to buy b/c e'one is doing it.</li> <li>• Ads urge you to get on board; don't get left out.</li> <li>• Ex. "All over America, people are switching to...."</li> </ul> <p>3. <u>Plain Folks</u></p> <ul style="list-style-type: none"> <li>• Def: Product associated with ordinary folks like you &amp; me.</li> <li>• Ads use "regular", next-door-neighbor types to sell product.</li> <li>• Ex. New mother in hospital uses Tylenol.</li> </ul> <p>4. <u>Transfer</u></p> <ul style="list-style-type: none"> <li>• Product associated with s'thing that is attractive or respectable.</li> <li>• Car ads show gorgeous model - audience transfer feelings about model to car.</li> <li>• Ads use patriotic symbols like bald eagle - audience transfers patriotic feelings to product, company.</li> </ul> <p>Ex. Wal-Mart claims to sell only made-in-USA products.</p>	<p>Class/Date</p> <p>Title of Lecture</p> <p>Record introductory remarks</p> <p>Indicate topic/major point changes</p>
<ul style="list-style-type: none"> <li>• Advertisers use propaganda.</li> <li>• Propaganda = Messages intended to persuade audiences to adopt a certain opinion.</li> <li>• 4 common propaganda techniques used by advertisers:               <ol style="list-style-type: none"> <li>1. Testimonial: celebrity endorses product.</li> <li>2. Bandwagon: everybody is buying product.</li> <li>3. Plain Folks: ordinary, non-glamorous people like us use it.</li> <li>4. Transfer: transfer feelings of admiration to product.</li> </ol> </li> </ul>		<p>Summary Area for page summaries</p>