

TECHNIQUES OF PERSUASION

ASSOCIATION	EXTRAPOLATION	SCAPEGOATING
BANDWAGON	FLATTERY	STRAW MAN
BEAUTIFUL PEOPLE	GLITTERING GENERALITIES	TIMING
BRIBERY	NAME-CALLING	
CELEBRITIES	NEW or NOVEL	
EXPERTS	NOSTALGIA	
EXPLICIT CLAIM	RHETORICAL QUESTIONS	
FEAR	SCIENTIFIC EVIDENCE	
HUMOUR	SIMPLE SOLUTION	
INTENSITY	SLIPPERY SLOPE	
MAYBE	SYMBOLS	
PLAIN FOLKS		
REPETITION	AD HOMINEM	
TESTIMONIALS	ANALOGY	
WARM & FUZZY	CARD STACKING	
	CAUSE vs. CORRELATION	
THE BIG LIE	DENIAL vs. DIVERSION	
CHARISMA	GROUP DYNAMICS	
EUPHEMISM	MAJORITY BELIEF	