

Understanding Methods of Media and Political Communication

Directions: While reading you will learn the definitions of terms related to persuasion methods in media and political communication. While you read, mark the text that helps you define each term. After reading, write the definition for each term in the chart below. Write examples for each term in the space provided and determine the impact on public opinion.

Term	Definition
bias	
<i>Examples:</i>	
<i>Impact on Public Opinion:</i>	

Term	Definition
symbolism	
<i>Examples:</i>	
<i>Impact on Public Opinion:</i>	

Term	Definition
propaganda	
Bandwagon	
Card Stacking	
Glittering Generalities	
Name Calling	
Plain Folks	
Testimonial	
Transfer	
<i>Impact on Public Opinion:</i>	