**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** |  |
| *Examples:* | |
| *Impact on Public Opinion:* | |

| **Term** | **Definition** |
| --- | --- |
| **symbolism** |  |
| *Examples:* | |
| *Impact on Public Opinion:* | |

| **Term** | **Definition** |
| --- | --- |
| **propaganda** |  |
| **Bandwagon** |  |
| **Card Stacking** |  |
| **Glittering Generalities** |  |
| **Name Calling** |  |
| **Plain Folks** |  |
| **Testimonial** |  |
| **Transfer** |  |
| *Impact on Public Opinion:* | |