

Terms to Know

DIRECTIONS: Using the websites provided in the Advertising Web Quest
OR traditional text, such as Encyclopedias or textbooks to define the
following terms.

These terms will aid you when you begin to design a campaign strategy for
your candidate.

1. Plain Folks _____

2. Transfer _____

3. Fear _____

4. Glittering Generalities _____

5. Name-Calling _____

6. Bandwagon _____

7. Logical Fallacies _____

8. Propaganda _____

9. Euphemisms _____

10. Testimony _____
