

PROPAGANDA  
Section C - Techniques of Irrelevance

1. **Appearance - The speaker makes a judgment or a generalization about something/someone based upon looks; a conclusion is drawn from a picture or look.**  
Example: Look at those clothes and that sloppy hair. How can you believe anything he says?  
Example: A floor wax advertised on television is shown in the commercial being applied to a floor and immediately making the floor shine brilliantly. The viewer does not know that the floor has been buffed and polished for days, and then dust coated before the wax was applied.  
Explanation: In both examples, a judgment is being made that is based solely upon someone's or something's appearance.
  
2. **Manner - In this technique, a judgment is made based upon the way some person/thing acts, moves, or talks.**  
Example: Senator No-Good spoke so eloquently at last weekend's rally; he had even his biggest skeptics applauding. I'm sure he's a great senator.  
Example: He was such a well-behaved man, so understanding, so sincerely helpful. He wanted to help us. I couldn't insult him. So I gave him our savings to invest. He seemed so trustworthy.  
Explanation: Both speakers make their judgments based upon personal actions.
  
3. **Degrees and Titles - The speaker uses a bunch of IRRELEVANT degrees and titles to try and impress you. (Be Careful. This is different from Status where the speaker transfers a name of something or someone well known to an audience.)**  
Example: Oh, look at this doctor's ad. Reginald Pither MS; DMD; CPA; Ph.D; BBCTV; OSHA.....he must be good.  
Example: The name on the office door reads "James Rydack, Th.B., M.Th.R., As.D., Counselor Extraordinary of the Society of Metaphysicians." A woman entering the office says to her husband, "With all those degrees, he must know his stuff."  
Explanation: Both examples show a person who has added inconsequential information to his name simply in order to impress someone.
  
4. **Numbers - In Numbers, the speaker tries to impress or overwhelm you with a lot of numbers. (Be Careful - If no conclusion is drawn from the use of numbers, it is No Technique.)**  
Example: How can you think of buying his new album? It hasn't even sold 200 copies!  
Example: From an advertisement: "One million *more* sold this year than last. This could be the book of the century!"  
Explanation: The quantity of each product is used to help sell or not sell the product.

5. **Status - The person who uses Status uses the name of a famous thing or person to strengthen his argument or premise.**

Example: Commercial: "Tonight on Mrs. Enid Perrerpot's 'For Your Information,' George Harrison, lead guitarist of the legendary Beatles, will be appearing to give his opinion of tonight's subject: Chartered Accountancy."

Example: Advertisement appearing in the *Hampshire Gazette*, January 29, 1970: "President Washington, when he addressed the two houses of Congress, was dressed in a crow-colored suit of clothes of American manufacture. This elegant fabric was from the manufactory in Hartford."

Explanation: Both examples use people who are admired and respected to endorse a product.

6. **Repetition - The speaker tries to "pound" his or her message into your head by constantly restating the same thing.**

Example: Start your day with Start, start breakfast, start supper, start work, start anything at all with Start. If you want to get off to a good start . . . get Start!

Example: It's the last five days for you to buy a new waterbed at Sextant. That's Sextant, the store you can find without the help of a Sextant. Sextant beds and Sextant lamps have never been cheaper. Get over to Sextant and buy a Sextant bed today.

Explanation: The speaker assumes we will buy the product because we have heard or seen the name of the product so often.

7. **Slogans - This technique has the speaker using a catchy phrase to make you remember something. ( Be Careful. If the punch line is an old quotation or cliché, it's Sophistical Formula.)**

Example: Commercial for Pepsi: Be young. Have fun. Drink Pepsi.

Example: Use Mintodent tooth floss. You'll wonder where the tartar went, when you floss your tooth with Mintodent.

Explanation: Both examples are short, meaningful, catchy phrases or sentences intended to motivate you to use a product or respond favorably to the slogan.

8. **Technical Jargon - The speaker tries to impress his audience by using terms which the listener doesn't understand.**

Example: Buy new Shrill Petrol. With the new additive GLC-94200475, engine deposits are wiped off the face of the earth due to the unique powers available in GLC-94200475!

Example: Salesman to a bewildered customer: "Well, ma'am, I personally recommend the TGI-818181 Calculator from Minnesota Instruments with four programmable y values, a Row Swap Matrix option, SIN, COS, and TAN options, and 25 different savable programs patterned after Microsoft Q-Basic. Now, did you say your son was going into 5th grade math?"

Explanation: Technical language and unfamiliar terms are used in an attempt to impress the listener.

9. **Sophistical Formula - The speaker tries to strengthen his argument by using a famous quote, antidote, proverb, or cliché.**

Example: You can tell she's probably got something to hide by the way she carries on: "The lady doth protest too much methinks."

Example: Hey guys, you shouldn't be fighting. As Mark Twain said, 'Elevate them guns a little lower.'

Explanation: Both speakers use a famous quote to get their point across or to convince you to think a certain way.

0. **NO TECHNIQUE**

## Section C

### How *Gullible* are You?

#### Techniques of Irrelevance

1. Appearance

The way a person or thing looks becomes the basis of our acceptance or rejection.

2. Manner

The way a person acts or behaves at a certain time becomes the basis of our acceptance or rejection of the person. Usually, the behavior has nothing to do with the issue at hand.

3. Degrees and Titles

You make a sharp distinction or division where it is inappropriate to draw sharp distinctions.

We buy or believe out of respect for degrees or titles attached to the names of those who persuade us even though the degree or title is not relevant to the product or idea being presented.

4. Numbers

The speaker wants us to buy or believe because of the large numbers associated with the product or proposition.

5. Status

Persons or objects for which we have respect - or which possess some degree of fame or prestige - are used to convince us of something. It is the person's fame and prestige that is used, not the person's degree or title.

6. Repetition

We buy or believe because we have heard or seen the idea or product name so many times. The speaker or advertiser "pounds" the message into our heads.

7. Slogans

A slogan is a short, catchy phrase or sentence meant to promote action in favor of the slogan maker. However true the slogan may be, if your action is merely a favorable response to the slogan, and not based on an honest evaluation of the product, then the technique is successful.

8. Technical Jargon

"Jargon" refers to the terminology used in a specific field. In this technique, unfamiliar words whose meaning is too technical to be understood by the average reader or listener are used to impress us.

9. Sophistical Formula

An old or popular saying is used to close an argument so that the real issue is not settled.

Watch out for '0' or *No Technique*. If the argument is logical or is identified as an opinion then 0 (No Technique) is the correct answer.

## Propaganda Examples – Section C Grouped by Technique

### 0. No Technique

1. Dentist to another dentist: "There is no evidence to indicate that the ingestion of acidulated food or drink has any etiological relationship to dental erosion." (Not Technical Jargon)
2. I would like to introduce Dr. Mason Master, former Director of the Styles Institute for Morphine Addicts and the current Director of the University Medical School. He will speak to us tonight on the topic "Physical Effects of Drugs on the User." (Not Degrees and Titles)
3. Overheard at a seminar for auto mechanics: "I prefer the General Motors C.E.C. system because it not only provides vacuum spark advance during high gear operation, as does the T.C.S. system, but its solenoid vacuum switch also regulates curb idle and high gear deceleration throttle positions, thus further reducing emissions." (Not Technical Jargon)
4. The featured speaker for the Science Fair will be Albert Einstein, winner of the Nobel Award. I think you may wish to attend. (Not Status)
5. One lawyer to another: "Do you plan to appeal your client's conviction on charges of libel and larceny?"  
The other lawyer: "No, I got an injunction, and therefore see no need to appeal the case; however, I am going to appeal for a new trial on the charges of slander because my client deserves at least acquittal and maybe even dismissal of the case." (Not Technical Jargon)
6. Teacher at Manatee High speaking to a former colleague who now is principal at a nearby elementary school: "You know, for some time the issue of whether or not it is better to go self-contained or remain departmentalized was in question, but the current trend is to accept that the age of individualization allows for maximizing the potential of both teacher and student by matching learning styles of the one with the teaching styles of the other." (Not Technical Jargon)
7. Movie critic on a TV entertainment show: "With two months' receipts totaling less than ten thousand dollars before it was taken off the circuit, it's a safe bet that 'Revenge of the Dweebs' won't be setting any box office records for success." (Not Numbers)
8. Anybody who has graduated summa cum laude from Oxford and likewise passed graduate coursework at Yale, Harvard, and Cambridge has an impressive list of credentials. Such a person might possibly be just the type of leader this company needs. It bears looking into. (Not Degrees and Titles)
9. I made Donna the captain of the softball team because I was impressed with her take-charge attitude. (Not Manner)
10. No one without a college degree should apply for this job as chief auditor of the school board. (Not Degrees and Titles)
11. Camera company's representative to camera store's top salesperson: "Be sure to point out to your customers the Olympus ZX-1's zoom lens reflex with its exclusive 'fuzzy logic' ESP metering system." (Not Technical Jargon)
12. "We wish you a merry Christmas! We wish you a merry Christmas! We wish you a merry Christmas and a happy New Year!" (Song lyrics)

## Propaganda Examples – Section C Grouped by Technique

13. A computer company representative talking to the telecommunications expert of his customer: “For 100 Mbps data transport, fiber used to be the only way to go. But now you can speed at 100 Mbps over your existing coax or STP cable using our adapters and hubs.” (Not Technical Jargon)
14. The speaker for our Principals’ Association meeting next week is Dr. Henry Sprocket, Chairman of the State School Officers and former Superintendent of Schools in East Farnsworth, Massachusetts. Let’s go hear him. (Not Degrees and Titles)
15. Dr. Janice Gershwin of the Harvard Medical School, who has been researching torn muscles for over 22 years, gave us some incredible stretching exercises to do on a daily basis to prevent injuries. We’re going to do them religiously. (Not Degrees and Titles)
16. Ad in a computer magazine: “Oracle proudly presents its new Rdb7 application engine, with better support for client/server developers and special tools for high-transaction applications.” (Not Technical Jargon)
17. Jim, every person in the whole building is now dressing casual on Fridays. You may be out of place in that suit and tie. You choose. (Not Appearance)
18. I would like to introduce Dr. Tom Schrinker, M.D., former Director of LePaul’s Mental Hospital. He will speak to us tonight on the topic, “Handling Mental Stress during the Holiday Season.” (Not Degrees and Titles)
19. Our speaker tonight is Dr. Jonas Polk, developer of the vaccine against malaria and a member of the United Nations Health Board. His words to us on the dangers of contracting AIDs should be fascinating. I can’t wait to get there. Don’t you want to come too? (Not Degrees and Titles)
20. Son: “Wow, Dad, did you see that guy? He has huge arms and super-powerful legs. I’ll bet he’s a famous athlete.”  
Dad: “Yes, son, that’s Rudolf Navitsky, the world’s best gymnast.”  
(Not Appearance)
21. Our speaker tonight is Dr. Richard Jones, Professor of Tropical Medicine at Harvard University and chairman of the United Nations Health Board. His topic will be the dangers of contracting AIDS. It should be an interesting evening. (Not Degrees and Titles)
22. She carries herself with such confidence and poise. She would be a good candidate for our modeling agency. (Not Appearance or Manner)
23. Husband to wife: “Both ‘Children First’ and ‘Care for Kids’ have wonderful references as child-care agencies. Both of them have experience with children of our kids’ ages. But I felt much more at ease with the people at ‘Children First.’ The folks at ‘Care for Kids’ seemed uptight and upset to me. I think we should use ‘Children First’ to care for our kids. (Not Manner)
24. I can’t accept Joe’s application as a volunteer phone answerer for our Public Radio fund raising drive. His stuttering would be a real problem as he asks the donors for information. (Not Manner)
25. A recent poll conducted by *Discover* Magazine found that 75 percent of Americans who responded believe in the existence of life on other planets. (Not Numbers)

**Propaganda Examples – Section C**  
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26. Ad for a headache medicine: “Clinical studies prove that with Relpax more people were pain free, for up to 24 hours, than those taking Imitrex. So don’t lose another day. Ask your doctor about Relpax.” (Not Numbers or Technical Jargon)
27. I’d like to introduce our guest speaker for the Athletes in Action program. He is the two-time Super Bowl Most Valuable Player, four-time League All-Star, and was voted one of the Players of the 20th Century in the National Football League. The local Rotary Club also named him Man of the Year. Please welcome Charles Wilingham. (Not Degrees and Titles or Status)
28. Couple to the loan officer of the bank: “If we are not able to get a 7 1/2% loan for 30 years with no additional closing costs, then we are not interested in your offer to re-finance our home mortgage. It is not worth it to us.” (Not Numbers)

## Propaganda Examples – Section C Grouped by Technique

### 1. Appearance

1. Body Beauty Secrets from Clarins. As summer approaches, prepare yourself for those sun-filled days ahead. Remember the importance of diet and exercise as thoughts of slipping into last year's bikini come to mind.
2. A device of unscrupulous service station attendants to try to sell new batteries to motorists is to slip detergent into the battery water to make it foam. Then the attendant draws the motorist's attention to the battery and says, "Look, you need a new battery."
3. In the television commercial the person shown using the sponsor's product was in great physical shape and wearing well-fitting clothing. The person shown using the competitor's product was overweight and dressed in floppy clothes.
4. On the first day of school, Mr. Robertson looked over his new class. Spotting a young man with his hair uncombed, shirttails hanging out, and one shoe untied, Mr. Robertson thought to himself, "This student won't amount to much."
5. You can tell a person's background by the kind of clothes he wears and by the length of his hair.
6. I could tell by the bulletin boards in her room, full of skeletons and ghosts, that our daughter's teacher was clearly given to evil pagan influences.
7. Mother: "Be very quiet, Angelique. We don't want to offend that Arab lady over there."  
Angelique: "How can you tell she's an Arab, Mom?"  
Mother: "Very simple, honey. Look, she's wearing a hood and a veil."
8. That new boy looks like something the cat dragged in. He'll never make the honor roll.
9. Taking the advice of his campaign manager, David Puke had his nose straightened and his skin scraped. Now he will do even better in the presidential race.
10. Rid yourself of that unwanted flab on your thighs and buttocks. Firm up your thighs and buttocks with the Thigh-Sir-Sizer. You'll love what you see in the mirror.
11. I always do my grocery shopping at Publix rather than Winn-Dixie. The Publix stores are always cleaner and brighter than Winn-Dixie.
12. The defense attorney was questioning Mr. Jones, a potential juror in a murder trial. "Do you think you could be an impartial juror for my client sitting at the table?" (He points to the well-dressed man seated at the table.)  
"Oh him!" replied Mr. Jones. "I thought he was one of the lawyers on your defense team."
13. Boy, that film clip on the investment seminar in Hawaii looked good. The presenters dressed sharp, and the charts were super. It sure would be nice to relax on those beaches too. I'm going to sign up this afternoon for the trip. Are you going to join me?
14. The defendant took the stand in his own defense. He wore an immaculately tailored suit. He sported a perfectly tanned face. His shoes were expensive, shined and spotless. His shirt was stiff with starch and bore his embroidered initials at the pocket. The jury, composed of middle class and poor citizens, voted to convict him.



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15. Just look at the way her hair is fixed. Everyone can tell she is poor.
16. Grocery store manager: “Nikki, you know you must ask the customer for a driver’s license before cashing a check for more than \$100.”  
Nikki: “Yes, I know, but the woman had on a fur coat and diamond jewelry. I never thought she would write a bad check.”
17. Look at how the sun sparkles on the water and the white sandy beaches! This is going to be our best vacation ever!
18. Kerry and Edwards are going to win this Fall. They look hip and with it compared to those old fogies, Bush and Cheney. I am going to vote for Kerry and Edwards.
19. Don’t believe a word that comes out of his mouth. Just look at him, dressed in those preppy clothes. Do you really think he’ll listen to the common folk like us?
20. My mother always said that you can judge someone by looking at his shoes. If they’re torn and raggedy, he’s probably not a very good person.

## Propaganda Examples – Section C Grouped by Technique

### 2. Manner

1. Twitty has been extremely polite, quiet, and courteous tonight. He must have outgrown his earlier wild days.
2. Jim never smiles. He must be the unhappiest person I've ever met.
3. Jane is such a darling to have in the classroom. She could not have been involved in that fight.
4. After watching the latest debate between the candidates, I'm voting for George Clinton because he strikes me as being more Presidential than his opponent.
5. President Reagan seems so self-assured, in control. Why don't you have confidence in him?
6. The President's wife has won many Congressional votes for his proposals by the gracious way she has hosted the Congressmen and their wives at the White House.
7. I don't care about her background or her future. I just love the way she walks.
8. I know my history professor will be excellent. Today was only the second day of class and already he was talking with individual students and calling on them by name.
9. I can always tell when someone's lying. They don't look you in the face but rather stare at everything else except you. Often all they do is look down.
10. I hear he takes a bath twice every day. He must be a very nice boy.
11. I can't believe Joseph Jones has taken all my money. He told me my investments were growing. He was assured and confident and had answers for all my questions.
12. Police officer: "Lady, why did you let the robber in?"  
Lady: "Well, he said his car broke down and asked if he could use my phone. He was very polite. He spoke well and he even apologized for disturbing me. He seemed so sincere."
13. Lately President Clinton looks more confident and "Presidential." That's why his standing in polls of voters is going up.
14. I don't trust that consultant our boss is using. She keeps all her options quiet from us and is constantly appearing in our offices when we least expect it. I expect the worst from her.
15. Linda is so sweet and gracious. She makes us all feel comfortable. I'd like to add her to our Executive Economic Committee.
16. Did you see how Bill and Hillary treated all those kids on Easter Sunday at the White House egg roll? They were kind and pleasant. Their presidency will probably be the most successful in history.
17. Let's add Tom to our New Construction Committee. He impressed me with his wit and the way he handled those nasty news reporters.
18. Ramon was so nervous and fidgety when he talked with us this morning about the new computer monitors. I can't believe he was telling us the whole story. Even though his product seems to be the best for the least money, I don't think we should buy from him.

**Propaganda Examples – Section C**  
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19. One member of a jury was a farmer wearing bib overalls. Every time the defense attorney addressed the jury, the farmer sat with his arms folded across his belly. The lawyer told his assistant: "We don't have a chance of getting a unanimous verdict. That farmer is dead set against us."
20. One member of a jury speaking to the rest of the jury during deliberations after a trial: "I really like the defense lawyer. I felt closer to him than to the prosecutor. He seems like the kind of man you would want as a friend. I vote not guilty."
21. Did you notice the way he let loose a fraction of a second before the handshake was complete? That was a dead giveaway that he was anxious about the interview. I say let's not hire him.
22. "When I grow up, I want to be a ballerina," said little Frances. "Why is that?" her mother questioned. "I just love how graceful and poised they always are," answered Frances.
23. When I first met the president of this company, I was surprised. He seemed to be skeptical and uncertain about the future of the company. However, having worked here for a month, I now see that he is indeed assured and confident on where we are headed.
24. Ad: "The way she walks, the way she talks, the way she glides with such grace. She learned it all at Marilyn's Modeling Studio. Sign up today!"
25. Finding the right babysitter is a tough job. But here at "Sitters-R-Us," we know what you're looking for. A kind hand, a gentle foot, and a loving heart. We'll find the right one for you.
26. I was impressed with that guy from the Adams Company. His presentation was clean and neat. The Badger Company presentation was sloppy and dull. Let's go with Adams.
27. Now more than ever, it's important that the media report the full story, unvarnished and unspun. But all we see on TV are retired military officers and administration officials narrating a clean and precise war that bears little resemblance to the chaos, bloodshed, and tragedy on the ground.

## Propaganda Examples – Section C Grouped by Technique

### 3. Degrees and Titles

1. U.S. Senator, the Honorable Dudley J. LeClerc, President of the LeClerc Corporation, manufacturers of Strength Tonic, has this to say, “We have never had a dissatisfied customer.”
2. Ad: “I’m not a doctor but I play one on TV, and I’m here to tell you about my favorite brand of aspirin.”
3. But Mr. Farwell, I should get the promotion, not Henry. I have a Master’s from Yale plus 20 hours toward my Doctorate. Henry has only a Bachelor’s.
4. Herbert Hoover must have been our greatest president. After all, the man was awarded over 70 honorary degrees from some of the most prestigious universities around the world. He was also honorary chairman of Boys’ Clubs and countless other charitable organizations.
5. “Before I lost 60 pounds with the Healthcare Plan, I felt like a failure. Today I like me and I’m excited about my life,” says Janet Greeson, Ph.D.
6. Anita Hill accused Judge Thomas of sexually harassing her. I believe her because she’s a law professor.
7. I know about the problems in our city. I was the chairperson of the Committee for a Better City. I was the president of Citizens Concerned about Government. What could be better preparation to be your mayor?
8. Washmere Acupuncture, 32 years experience, featuring expert Director Dr. Yao Wulee, O.M.D., Ph.D., C.A.
9. Wife: “Honey, I’m concerned about turning over our whole savings to Jack Burns. We hardly know him.”  
Husband: “Relax, dear. Jack is from the same law school as my brother and is captain of his Army Reserve Unit. He will take care of us.”
10. “Jeb Bush must be the next governor of Florida. He is the man with the character to lead our state into the 21st century,” reports Philip Markham, retired four-star general and former head of the Americans for Peaceful Protection.
11. Spokesperson on television: “Ladies and gentlemen, I am here today to offer you a new dietary product not available in any store. Slim Down is an excellent product developed at the University of Biloxi by three PhDs. Call the number on your screen to order yours now.”
12. George Fibster, president of the Wildlife Preservation Project, has been on committees for all sorts of projects, including the “Save our Beaches” Campaign, the “Restore Recycling” Project, and the “Hands Helping Habitat” Project. Today he’s here to ask your support for one more important issue: to help those who can’t help themselves. And who is that, may you ask? Who else, but the elderly in our community. Help support proper care of our community’s senior population, by voting ‘YES’ to amendment #6.
13. Our class valedictorian, Angel Morales, plus our student council president, Heidi Hammer, and the science club chief, Val Kilter, all recommend that we select the Avery Resort for our prom. We need to listen to the wise kids in the school. Pick Avery.

## Propaganda Examples – Section C Grouped by Technique

14. As president of the environmental conservation program here at Lincoln Middle School, my opinion is highly valued. That is why when I say that Henry Lott is a good candidate for Student Council Treasurer, you should believe it. He is an excellent math student and he's always loved numbers. Vote for Henry for treasurer.
15. Of course, I am the best person to hire as Soccer Director of your Youth Soccer Association. I was captain of my college basketball team, a third-team basketball All-American, and a second round draft pick in the NBA.
16. My academic games coach is a former player who was the National Champion in Equations five times and On-Sets Champion twice. He's going to learn Propaganda and teach us so that we can be national champions too.
17. Ad: "The leading citizen of Northbuster, Nadine Northbuster, American wife of the great-great-grandson of Queen Victoria, says, 'Rand's beauty treatment gives amazing results.'"
18. As a Nobel Prize winner in Biology, I say to you that Senator James' saying that if it comes to nuclear war he would prefer that the survivors be American are the remarks of an ignorant man.
19. Five Nobel Prize winners have come out for nuclear disarmament. Isn't it time we listened to the wise people of our age?
20. How do I know he'll be a good lawyer? Look at the credentials: Bachelor's degree from Harvard, M.A. from Yale, Associate degree from Princeton, and a Rhodes Scholar at Oxford. How can you doubt his qualification?
21. You should take 500 milligrams of vitamin C every day. The Nobel Prize-winning chemist Linus Pauling recommended vitamin C to prevent and cure the common cold.
22. Ad: "Drink Tang, the breakfast drink of astronauts. Developed by NASA for the United States Space Program."
23. Former President Jimmy Carter during a television commercial: "Habitat for Humanity is a worthwhile organization. Please consider volunteering to help this institution with its noble task."
24. I am so excited about tomorrow. The leading money winner of the PGA tournament is coming to our school to lecture us about the importance of completing high school.
25. Ad: "Former astronaut Scott Carpenter recommends the new water filtration system from Pure Tap."
26. We're sure lucky. Tomorrow the heavyweight champion of the world is coming here to talk about safe driving.
27. Ad: "Next Tuesday, National Public Radio's *Marketplace* program will feature discussion of instant runoff voting, the hot new reform that has drawn the support of political leaders like Senator John McCain, Governor Howard Dean and Representative Dennis Kucinich. Stay tuned for more NPR coverage of fair election systems next month."
28. Martha, the president of the local girls' soccer league: "Did you see that Nike ad with the Women's National Team? They are the world champions of soccer. We have to go buy Nikes for all our girls."

## Propaganda Examples – Section C Grouped by Technique

### 4. Numbers

1. What a Grand Opening, Folks! On the very first day of business on Friday, Celestial Cesspools served 6,000 people and turned away 6,000 more.
2. Do you realize that it would take 150,000 washings – enough to pulverize any dress or shirt – to fade colors put on with DYEVEER?
3. Ad: “Fifty million Americans can’t be wrong! That’s how many bought Frayer’s Aspirin last year.”
4. A Senator speaking: “I hear a lot about how tired people are of having the government interfere in their lives. People are telling me that the 215,000 Federal bureaucrats who work in the 30 largest regulatory agencies are creating more problems than they solve.”
5. A Barnett Bank ad: “We do a better job. And we’ve got millions of customers to prove it.”
6. Boldface type from an insurance ad: “\$1,000 a month when you’re sick or hurt; save up to 54%. Seven Reasons Why This Mutual Policy Protects You Better.”
7. In a test of smooth ride and comfort, more drivers chose the new Continental Mark VIII over Mercedes Benz and Cadillac. The new Continental Mark VIII is the best for smooth ride and comfort.
8. There’s no doubt about it; Newburg’s school system is better than Finetown’s. Newburg had 10 National Merit Finalists, 15 writing award winners, and 90% of its graduates went on to college.
9. When I walked into the show, there were only two other people in the entire theater, so I figured it must be a pretty bad movie. I went out and saw another flick.
10. “‘As Filthy As Their Heart Desires’ must have some redeeming qualities,” argued Spike. “After all, it sold over two million copies.”
11. Ford Trucks have outsold Chevy for 13 of the last 14 years. Shouldn’t your next truck be a Ford?
12. Today more people will take the road in a car rented from Anamo than ever before. The next time you need a rental car, go to Anamo.
13. Reebok Workout ad: “Did you know that there are 620 muscles in your body? You WILL after this.”
14. Ad for a computer store: “Our staff has over 150 years of experience. Our chief technical officer worked 12 years at IBM. Our maintenance director filled the same post at Apple Computer for 8 years.”
15. Ad: “Four out of five doctors who smoke smoke Dromedaries. Shouldn’t Dromedaries be your brand too?”
16. From a mailing from an opponent of the governor for reelection: “Instead of cutting the budget as he promised, his first act as governor was to borrow one billion dollars. \$500 million was used on the first year’s expenditures. He has left us a crushing debt of \$700 million that we and our children will pay.”
17. From a radio ad: “Write to your legislator and tell him to reject this law the way 30 other states have.”

## Propaganda Examples – Section C Grouped by Technique

18. Ad: “One car company was the first to let you drive 100,000 miles before a scheduled tune-up. One car company was the first to give you an 18-month warranty on all parts and a 275 horsepower V8 engine. Chrysler.”
19. Listen to the confident hum of Ultra’s supercharged engine. Step on the accelerator and Ultra delivers 205 horsepower on demand to move you into traffic with authority. With a 0 to 60 time of just 7.5 seconds, you’ll pass a number of expensive competitors on the way, including Lexus LS400.
20. Ad: “Twelve Down and Eighteen to Go. There are 30 computer network nightmares listed below. We can solve 12 of them right away. That’s twelve fewer troubles for you.”
21. Coach Malone of the women’s soccer team: “If it hadn’t been for the 22 straight shutouts she had as goalie in her senior year in high school, I would never have given Madelyn a scholarship. She doesn’t know anything about playing keeper. How was I to know that her team was so good that the opponents took only 12 shots at her all year?”
22. Ad: “PoundsOff helped 88 guests at Mattie’s Resort lose an average of 11 pounds and reduce their waistlines by three inches.”
23. Newbridge Telecommunications ad: “Our advanced congestion management techniques make sure you have the bandwidth you need 99.9999% of the time, regardless of the load. Some others offer less than 70% certainty.”
24. Ad: “90% of all movies are shot on Kodak film, including all of this year’s Oscar nominees for best film.”
25. From a pamphlet sent to voters before an election: “For each Californian, the cost of this bond issue amounts to pennies – an average of 39 cents a year. Surely this is a small, but wise, investment to protect a California resource that is truly one of a kind.”
26. From a pamphlet distributed to voters prior to an election: “A similar measure, Proposition 6, was rejected two years ago with 61 percent of the voters against it. This reflected a well-deserved negative response.”
27. Ad: “The Fujitsu Company is the second largest computer company in the world. Our assistance hot line and web access is 24 hours a day, 7 days a week, 365 days a year. We served over 30,000 customers in the last six months of 2007.”
28. TV ad: “When something works, people use it! Australian three-minute miracle conditioner – 44 million sold!”
29. The nation of Croatia has only 4.2 million people. Why, there are over 6.7 million registered soccer players in the nation of Germany. Croatia does not stand a chance in the matchup with Germany.
30. From an automobile company memo: “This safety feature will cost \$11 per automobile. Without it, an estimated 2100 cars may catch fire, resulting in burn injuries to 180 people and death to 180 more. This \$11 device would be well worth the extra cost.”
31. Ad: “Paris, Tokyo, Rio de Janeiro – imagine sending a message to any of these places and having it received in 10 milliseconds. Around the world in 10 milliseconds! Only with MCI’s Omninet.”

## Propaganda Examples – Section C Grouped by Technique

32. Speech by a political candidate: “In 1929, the Kellogg-Briand Peace Pact was agreed to by 15 nations at Paris, France. The pact called for outlawing war and settling international controversies by arbitration. The pact was eventually signed by 62 nations. I want to revive this peace agreement.”
33. Over 85% of students who play academic games go on to higher education. Shouldn't you play academic games?
34. Ad: “Catching a perfect shot of your buddy nailing a ski jump. Degree of difficulty: 8.9. Printing it at the ski lodge to impress your friends. Degree of difficulty: 0.0. The 170 Portable Printer with Bubble Jet Direct.”
35. Dad, nearly 80% of all rental movies are now available on DVD. Don't you think that we should buy a DVD player now?
36. Ad: “Indeed our economy is in a slump. The Dow-Jones average has fallen 5,500 points in the past six months, but, consumers, don't let that get you down. Here at Fred's Beds we have the right prices for your budget. Thousands of beds marked below factory invoice price! Do it for the economy. Spend what you can and get the most. Call or come by today!”
37. Ad: “Improve your life as a single adult with our newest book, *Sassy, Single, and Successful*. There has been a 35% increase in sales of single adult publications in the last year alone.”
38. From an article on the editorial page of a newspaper: “Instead of creating 510,000 jobs in 2003, as President Bush predicted, the economy has suffered a net loss of 473,000 jobs so far this year. The Timken Company, an Ohio-based steel and bearings manufacturer where the president launched his Jobs and Growth package in April, embarrassed the Administration two weeks ago with an announcement it will cut 900 jobs.”
39. The entire Arizona Little League team has a .388 batting average in the tournament, and their pitchers have a combined Earned Run Average under 2.00. They can't be beat.
40. A proposed rule from the Bush administration would let the noisy, dirty vehicles stick around, despite the fact that 80 percent of more than 360,000 public comments submitted on the matter supported a snowmobile ban in the parks.



## Propaganda Examples – Section C Grouped by Technique

### 5. Status

1. Attendance at religious services is a must to be successful in this world. All the nation's business leaders – men such as Bill Gates – attend religious services regularly.
2. Title over a picture of actress Elke Sommer leaning on her car: "Volkswagen is the Perfect Car of Sommer."
3. Reggie Jackson is a great baseball player and a successful businessman. Young people, therefore, are well advised to participate in Little League Baseball. ???
4. Ad: "Jump as high as Michael Jordan. Jump with Nike shoes. Michael does."
5. George Washington warned against entangling foreign alliances. Before taking sides in international conflicts, we should remember the wisdom of the Father of Our Country.
6. Son: "Mom, when you get me cereal at the store, make it Wheatless."  
Mom: "Sure, hon. Any particular reason?"  
Son: "Yeah, I just saw this commercial where Michael Jordan told us we'd better eat our Wheatless!"
7. Bonnie Beautiful, the internationally known movie actress, is pictured with her hands on the arm of a handsome man. Across the picture are the words, "No woman can resist a man who wears Exotic Scent," says Bonnie Beautiful."
8. A television ad shows champion tennis player Wendy Star saying, "I'm voting for Smith for Congress, and I'm urging you to join me."
9. Ad: "Oprah Winfrey's exclusive live interview with Michael Jackson attracted a record TV audience. On the show, you saw Michael's multimillion-dollar home. You too can have a specially built home by contacting the construction firm Michael chose for his dream house. Just write to the address below or call this number."
10. "Education is the way to the top. Stay in school – it's your best bet," says Reggie Miller of the Indiana Pacers. (DT)
11. Taco Bell has the high-energy carbohydrates that power Shaquille O'Neal and Dirk Nowitzki to the NBA Finals.
12. From a TV ad showing basketball ten years in the future: "Even with 100 yard basketball courts and 20 foot-high baskets, PowerAde made the game easy," says Shaquille O'Neal. "That is, until they put in the moving basket."
13. See the new summer movie *Shazam* starring basketball legend Shaquille O'Neal!
14. Arnold Schwarzenegger is the perfect Terminator. Elect him as Governor of California.
15. "After you have experienced Ultravision, everything else is just television," says Anthony Edwards, the star of TV's hit medical drama *ER*.
16. Christy Brinkley, a famous model, in an ad for perfume: "It takes time to find the perfect fragrance. That's why I use Continuance, the new scent from the makers of Red Passion."
17. "I love the feel of the Dodge Marauder. It explodes when I hit the accelerator, and it has a super safety record," beams Albert Pujols, St. Louis Cardinals' home run slugger.

**Propaganda Examples – Section C**  
**Grouped by Technique**

18. In a recent television special, George and Laura Bush spoke about the importance of loving parents in a child's life. They also addressed issues regarding the abuse, neglect, and abandonment of children. Please join them in their fight for a better future for our kids.
19. Ad: "Basketball star Koby Bryant loves Power Sour supplement bars. Just watch – he always eats one right before a big game to give him that extra energy. When you need a little extra kick, reach for a Power Sour bar!"
20. Ad: "Justin Timberlake drinks milk; so should you."
21. Ad for Hewlett Packard: "Walt Disney Imagineers had a dream: create an attraction that allowed visitors to experience the thrill of space flight. The technological expertise of HP engineers and Walt Disney Imagineers made it possible. The teams collaborated to create Mission: SPACE, a space flight simulator so real, even astronauts say it's accurate." **(DT)**
22. e-mail ad: "Did you see the CBS 60 Minutes report on the appetite suppressant Hoodia? This is the way to actually achieve your weight loss goals. Visit us and see how Hoodia can help you lose weight and keep it off. [www.endmyhunger.com](http://www.endmyhunger.com)"
23. "I've never believed society's limited image of what a woman should be. I drink Dowry's Scotch," says Lynn Hill, #1 Rock Climber in the World.

## Propaganda Examples – Section C Grouped by Technique

### 6. Repetition

1. Reck Shelves are functional. Recks can be used in the garage. Bedrooms, also, are brightened by Reck Shelves. Kitchens can be Recked delightfully. Use Reck Shelves in your rec room.
2. There is nothing like the feel of cotton. Cool cotton clothing looks neat and stays neat all day. Cotton keeps its color wash after wash. And cotton washes so easily. Wear 100% cotton.
3. Do you want your reward? Your reward in engineering, your reward in comfort? Buy a Ford Reward.
4. The perfect place has the perfect plan for the perfect honeymoon. Stop at Perfect House located at Perfect Way, Nova Scotia.
5. Superior Dodge – superior service, superior prices. That's why we're Superior Dodge.
6. Only one thing can make you change mascaras: Unforgettable Lashes from Revlon. Unforgettably long, unforgettably lush, unforgettably lasting.
7. Get big brand names and big savings at the big sale at Big Bob's!
8. TV commercial: "Master the value, master the moment, master your money with MasterCard."
9. Dialog between two travelers arriving at an airport:  
"Does this rent-a-car company have a quick checkout policy like Zertz?"  
"Not exactly."  
"Does it provide van service to the car like Zertz?"  
"Not exactly."  
"Does it give you the first 100 miles free like Zertz?"  
"Not exactly."
10. Do you want a clean bathroom? Use Magic-Kleen!  
Do you want a clean kitchen? Use Magic-Kleen!  
Do you want a clean garage? Use Magic-Kleen!
11. From a letter from the NAACP Legal Defense and Educational Fund: "Affirmative action jobs programs? 'We shall overcome.' Benefits for poor inner-city mothers? 'We shall overcome.' Programs to educate and heal our children? 'We shall overcome.' Decades of progress in civil rights? 'We shall overcome!'"
12. Come to our Half-Off Sale. Everything in our store is marked Half Off. Rush on down! Beat the crowd because when they see that everything is Half Off, they are going to knock our doors down!
13. Remember Hose have soft support for your aching legs. Just remember to don Remembers each morning for an all-day feeling you will always remember.
14. Ad: "Do you have a posture that slouches? When you sleep, does your mattress let your posture bend uncomfortably? If so, you need a change in your posture. Posture yourself better with the Sealy PosturePedic mattress and sleep soundly again."
15. Keep up-to-date with News at 11 on Channel 11! Hard-hitting reporters bring you the stories behind the headlines on News at 11 on Channel 11!

## Propaganda Examples – Section C Grouped by Technique

16. Ad: “We care about your safety. We care about your family. We care about all that you treasure. That’s why you should get Onyx Security Systems – for those who truly care.”
17. Ad: “Scuff-Be-Gone is the best way to get your old shoes looking new. Scuff-Be-Gone removes all unsightly marks on all types of shoes and is the key to everlasting clean shoes. Buy your bottle of Scuff-Be-Gone today!”
18. Union leader to the workers in his plant: “What do we want from the boss? I say we want but one thing from the boss: respect. If the boss respects us, he will pay us a fair wage. If the boss has respect for us, he will provide us with security. If we have the boss’ respect, he will give us safe and comfortable working conditions. That is all we want – respect.”
19. Ad: “Lose five pounds in five days for less than five dollars with Jump Start.”
20. Ad: “When you buy our new Coraface facial mask, you will get a free sample of our new hair gel, Coragel. We will also throw in a free bottle of Corafoam, our new foaming facial wash. In addition, we will even add another free bottle of Coraface, all for purchasing one today. For a limited time only, so order soon.”
21. TV ad showing people at a party: One person: “I’m gellin’.” A second person: “I’m gellin’ too.” A third person: “You know I’m gellin’.” Fourth person: “I’m gellin’ like a felon.” Third person again, looking at the fourth person’s shoes: “No, you’re not gellin’.” Voice over: “Join the party. Get Dr. Scholl gel insoles.”
22. Ad: “When you order a large one topping pizza for \$12.99, you’ll get a free order of breadsticks delivered right to your door. That’s right – a free order, just for ordering a pizza. Don’t miss the chance to get free food. Call now.”
23. Ad: “In this time of national crisis, we must rise and defend our liberty. Our liberty is our most important asset. Bank at Liberty Savings and Loan.”
24. Speaker introducing the candidate at a political rally: “I love his integrity. I love his success. I love his courage. I love his leadership. You’ll love all these qualities as well. Here’s the next representative from our district, Bob Berger!”
25. Magazine ad: “Canon has revolutionized digital photography to suit your needs. Want a compact, simple-to-operate camera with advanced shooting features? Try the Canon PowerShot A80. Want professional features with a stunning combination of resolution, speed, and control? The Canon PowerShot G5 is for you. Want a host of options with a sophisticated brushed aluminum alloy exterior? Choose the Canon PowerShot S50.”
26. Ad: “Glug glug, thump, thump: New Tropicana Healthy Heart. The power of six heart healthy nutrients and zero sodium. The power to be strong to the core. That’s the power of Pure Premium.”
27. Ad for a political candidate: “Americans want an administration that respects women’s rights. We want an administration that respects working Americans and their families. We want a government that respects the environment. Americans want jobs and prosperity at home. We want a health care system that is affordable for everyone. We want prescription medicines that will not put the elderly in the poor house. We want healthcare, not warfare.”

## Propaganda Examples – Section C Grouped by Technique

### 7. Slogans

1. "It's true," said Randy to his wife as he finished a glass of water from All's Mineral Wells. "All's Well Does End Well."
2. Beer commercial: "Some things speak for themselves."
3. It takes an DellL computer to replace an Dell computer.
4. The Book of Tomorrow! Buy it today!
5. Crotan makes you a man, boy.
6. Oldsmobile – always a step ahead.
7. Call for Philip Morris, America's finest cigarette. Make it yours!
8. Hallmark Cards. When you care enough to send the very best!
9. Michelob – Put a Little Weekend in Your Week.
10. America West Airlines: "What we serve is you."
11. Try the new Remington VicVac. It treats stains like dirt.
12. Pepsi – the taste of a new generation.
13. The CBA Championships brought to you by A. T. & T., the people's choice.
14. POSI Pens: For all the Write Things in your life.
15. I'd rather live than die. Stop Pollution. Keep America Clean.
16. The next time you're looking for a good adding machine or calculator for your business office, think of an I.B. Good calculator. You can count on us!
17. Reebok shoes. Life is short. Play hard.
18. The people of Jefferson County are just wild about their sheriff, Harry Gee. Vote for Harry for Governor.
19. Use Slim-Quick, the It-Can't-Be-Summer-I-Haven't-Lost-Any-Weight Diet.
20. Pick up a pair of ASICS Tigers – the Shoes with a Run in 'em.
21. Try Fats-Off, the new It-Must-Be-Fall-My-Thighs-Are-Thick Diet Formula.
22. Ad: "Stanley Steamer: Tough on Dirt. Gentle on Carpet."
23. Buy a BMV automobile – the Ultimate Driving Machine.
24. "Capezio – we will keep you on your toes."
25. Ad: "Goodmeal Tires give you the roll of your life."
26. Radio ad: "This program is brought to you by the Acme Waste Disposal Company. Our business stinks, but it's picking up!"
27. Online ad: "WebCrawler will help you crawl your way through the Internet."
28. Poster on the bulletin board in a school hallway: "Think bigger. Play the academic games."
29. Billboard sign: "Lexus, the luxury car for a new generation."
30. Ad: "Tide gets the stains out that others leave behind."
31. Ad: "Lakeland Water Filters: Think clear, drink clear."
32. Ad: "Zelton Consultants. Challenge. Answers. Done."
33. TV ad: "Visit Atlanta, America's Most Dynamic City!"

**Propaganda Examples – Section C**  
**Grouped by Technique**

- 34.** Ad: "Buy all your back-to-school supplies at Target. Get a Bunch for a Buck."  
**35.** Ad: "Drink soothing Seven-Up. Your Fresher Picker-Upper!"

## Propaganda Examples – Section C Grouped by Technique

### 8. Technical Jargon

1. Ad: "You don't have to have oily skin to need Oil-Free Moisturizer. All skin types can suffer from acne cosmetica. Allercreme has a full line of hypo-allergenic skin care products and cosmetics."
2. Teacher to parent: "Mrs. Pettifogger, the fact is that little Hubert's cerebral cortex has difficulty in distinguishing between imaginary and factual material. In addition, he needs to learn to respect the property rights of others."
3. Buy El-Bo-Oral. It is the only toothbrush made with ZX-606.
4. Get Porsche 924 Turbo-charged engine with rack and pinion steering and a new digital electronic system.
5. Ad: "Philip Burris and only Philip Burris has always contained an ingredient – DG1 – that does NOT produce irritants present in the smoke of every other cigarette."
6. Mobil Oil pays bottom-line dividends. Take our synthetic zeolite catalysts, for example, which help make everything from premium gasoline to man-made fibers.
7. Ad: "Maximum strength Sucrets with dyclamene lasts twice as long."
8. Ad: "Anvil contains the compound Ibuprofin, which is the same ingredient found in the prescription drug Mootrin."
9. From the moment they are put on to the time you trade in your car, your Sidewinders should never need changing. Not for flats, not for blowouts. The new Dual S-90 Sidewinder features General's patented puncture sealing. The Sidewinder seals itself as it rolls. Four full plies of Nygen plus deep treads of Duragen rubber all permeated with Zenogen, the scientific wonder that seals and seals.
10. Ad: "Lunar Toothpaste contains the miracle ingredient stellar 4 developed on the Challenger spacecraft to make your teeth their brightest ever."
11. Ad: "Colgate always was the best with Guardall, but it's even better now with the addition of MFP."
12. Ad: "Bring your body to its ultimate best by wearing Spandex high-energy fabrics with Dura-Stretch."
13. Use Neutrogena Moisturizers. Each non-comedogenic formula provides longer-lasting benefits. Neutrogena's Solar-15 actively hydrates your skin as it shields it from the sun.
14. "Of paramount importance," droned Professor Hobsnob speaking to his first year English composition class, "in English literature we should refrain from pedantic verbiage and by all means eschew obfuscation."
15. Teacher to parents: "Your son has potential, but he is incapable of any viable feedback. He is also not motivated by curriculum innovation. We don't want him to stagnate in a lockstep system, so we are trying to stimulate his awareness."
16. Ad: "The Toshiba Satellite T2100 series of laptop computers have outstanding connectivity and expansion ability. Two stacked PCMCIA slots (two Type I-II or one Type III) give you plenty of room to grow with data/fax modems, networking adapters, hard drives, and more. This is one of the many reasons why Toshiba should be your choice."

## Propaganda Examples – Section C Grouped by Technique

17. President of a company reporting to the stockholders: "In order to maximize our profit potential, we issued long-term debentures. We avoided the futures market and concentrated on high-yield bonds." (Stockholders don't necessarily understand business terminology but might be impressed by the language.)
18. Get the new Panasonic KX-4100 Auto-Feed Paper Shredder. With Lithium rollers and Permite blades, it will make your office shredding jobs simple.
19. Rombat's mobile phones offer full digital service with synchronized cross connecting of interspersed calls. Bi-monthly itemized accounts offer a clear audit trail of charges. Transceiver mixing affords luminous quality of tone. Rombat's is your choice.
20. "The Compaq Presario computer has the latest Intel Pentium chip, with 800 megahertz speed, a PSI local bus, 11 millisecond Quattro drive, and standard 10 megabit Ethernet card," rattled off the salesman to the new customer.
21. Banzac has the special ingredient Lycomin to insure that your parents will be rid of depression and the blues.
22. Ad: "Buy the new Compaq 650 home computer with its Pentium Pro 4 gigahertz processor and 8.2 gigabyte hard drive with a built-in PCI video slot!"
23. Ad: "Stephanie Kleck is a chemist and an inventor of *Kevlar*. It is in skis, helmets, protective clothing, and any place else that requires light weight with extreme strength. Look for the *Kevlar* label whenever you buy."
24. Ad: "Buy the new Compaq 650 home computer with its Pentium Pro 1.4 gigahertz processor and 30 gigabyte hard drive!"
25. Ad: "The new Rustoleum Enamel finish seals your lawn furniture with Penadrene to guard against wind, snow, and rain."
26. From a company news release: "We are proud to announce that our new toys are made with polychloric and vinyl-heuristic fibers, the latest space age material."
27. Graduate physics student: "I really hope that many of you middle school students will choose a career in science. It is a very exciting field and new discoveries are being made every day. Just recently the first long-distance demonstration of 'quantum entanglement' through open space was reported. This lends credence to ideas like teleportation. Being able to preserve quantum entanglements over large distances is a very important development in the possibility of using quantum mechanics to transfer information in a coded form from one place to another."
28. Ad in a news magazine: "It's the first SUV in the world with a roll stability control (RSC) system to help prevent rollover from occurring. And in the unlikely event it ever does occur, it's also the first seven-passenger SUV with seat belt pretensioners in every seat and inflatable side curtains in every row. The Volvo XC90. Equipped unlike any other SUV and guided by conscience."
29. Ad: "Clear Skin facial cream is exactly what the doctor ordered. It's soft on skin, but hard on oil. With its new benzyl oxide formula, it's a definite winner!"
30. Ad: "Introducing Valvetronic, a revolutionary throttle that offers dramatic improvements in all the areas that matter: power, responsiveness, and efficiency. The 4.4-liter, 325-hp V8 from BMW. Possibly the best V8 in the universe. Or at least on this planet."



**Propaganda Examples – Section C  
Grouped by Technique**

31. An academic games player speaking to a non-player friend: "I did really well in the Propaganda tournament yesterday. There was one question that looked difficult. I had a feeling it was Sophistical Formula, but it could have been Status. I also considered Post Hoc. That would have made the answer No Technique. I just analyzed it a little better on the second reading. It was Sophistical Formula. I got my qualifying score. I'm going to the AGLOA Nationals."
32. Ad: "Our new frizz-resistant hair gel has a patented new formula with 'elasticon.' It works hard to strengthen hair and prevent frizzies. Welcome to the newest wave in hair management!"
33. Ad: "Our new TX-78 calculator is just what you need to ace those mathematics exams. It has fully functional 16M bytes of memory, with 512K RAM, along with nearly 1024K of user data archive, to store anything you need. Get one now, before they sell out."
34. "I don't see why the Lions don't use an inside zone-blitz package or a safety blitz off the corner to stop the Raiders' West Coast offense from passing the ball against them," said the commentator on the football broadcast.

## Propaganda Examples – Section C Grouped by Technique

### 9. Sophistical Formula

1. Things have gone badly for you. But don't give up. "It's a long road that has no turning."
2. "O.K., Harry, pay me the money you owe from this poker game."  
"No, Tyrone, I won't. You cheated when you dealt that last hand from the bottom."  
"Harry, I'll get even with you for this. 'Every dog has its day.'"
3. No, sir, there is nothing wrong with the computer we sold you. There is obviously a mistake in the program or the data you put into it. As we say in our business, "Garbage in, garbage out."
4. Yeah, I heard Joe won the lottery for 50 million, but if you want to make a loan from him, do it right away. "A fool and his money are soon parted."
5. I know you'd rather be with Michelle than with Brenda, but "if you can't be with the one you love, love the one you're with."
6. I know his dress is shabby and his hair is long, but "don't judge a book by its cover."
7. Let's give FDR a fourth term in office. The war's not won yet. "Don't change horses in the middle of the stream."
8. He got the job. True, he had to lie to get it, but don't be down on him for that. "All's well that ends well," you know.
9. You should be pleased that your girlfriend is going away for a while. After all, "absence makes the heart grow fonder."
10. Hey, Milt, slow down on studying Propaganda examples. You've been at it for hours. Let's play a little Equations. "Don't put all your eggs in one basket."
11. From an A.T.& T. ad: "Why change to another phone company? Why take a chance? 'Stay with the tried and true.'"
12. Now that Harrah's has declared bankruptcy, the city will lose 3% of its anticipated revenue, forcing countless layoffs and business closings. When the negotiations for land-based casino gambling began, all the politicians saw dollar signs in their eyes and they all tried to get in on the action figuring they would be millionaires overnight. It just proves that "too many cooks spoil the broth."
13. Mr. Mulligan, you have been asking me questions about this investment for over an hour. It's time you "put your money where your mouth is." Can I count on your check now?
14. Tommy, also known as T-bone, dropped out of school to pursue a career as a rap star. His disappointed father said, "Is that all you can do? It isn't wise to 'put all your eggs in one basket.'"
15. It should be OK for us to lend Mark Philpott the full amount of \$150,000 on his new home. We do not need to do a credit check. I have been told that he is "as honest as the day is long."
16. One candidate to another in a political debate: "My opponent is a liberal who has never seen a tax hike that he didn't like. He is also a socialist who favors large government programs that waste money and don't help anybody."  
Opponent in response: "Sticks and stones may break my bones, but names will never hurt me."

**Propaganda Examples – Section C**  
**Grouped by Technique**

17. Grocery store manager to clerk: "Nikki, although the customer whose check bounced wore a fur coat and diamond jewelry, you must remember that 'all that glitters is not gold.'"
18. Mother to daughter: "You'd better get out of bed soon or we will miss all the good sales at the mall. You know, 'the early bird gets the worm.'"
19. Don't worry, Henry. I'm sure your divorce happened for a reason. Look at the bright side of things. After all, "every cloud has a silver lining."
20. Coach talking to his team after losing: "Okay, guys, I know it was tough out there today and we took a good licking. But don't lose hope; 'every cloud has a silver lining.'"
21. We need to downsize our company. We have so many workers that personnel can barely keep them all straight. You know how they say, "too many cooks spoil the soup"? That's what we have here – a mess of spoiled soup.
22. Ad: "Save for your retirement starting today at National City Bank. Remember, 'A penny saved is a penny earned.'"
23. Ad: "We've all heard, 'Save something for a rainy day.' So start an account at Merchants National Bank."
24. DiVosta is opening a new housing development next month. Let's get there the first day and put a down payment on one of the two-bedroom models at pre-construction prices. It's the early bird that catches the worm.
25. The Bush administration had all the clues leading to the September 11th attack. The vice president refused to disclose information regarding the energy task force. The Attorney General refused to release the names of the prisoners of war. I think there is a pattern of cover-ups in the Bush administration. They must have something to hide. After all, "where there's smoke, there's fire."
26. Never mind that it's your 40th birthday. Just because you're 40 doesn't mean that you can't do anything that you did when you were 20. You know, "it's not how old you are, but how old you feel."



## Section C

### Mixed Techniques

1. "As Filthy As Their Heart Desires' must have some redeeming qualities," argued Spike. "After all, it sold over two million copies." (4 Numbers)
2. Ad for Hewlett Packard: "Walt Disney Imagineers had a dream: create an attraction that allowed visitors to experience the thrill of space flight. The technological expertise of HP engineers and Walt Disney Imagineers made it possible. The teams collaborated to create Mission: SPACE, a space flight simulator so real, even astronauts say it's accurate." (5 Status)
3. "Before I lost 60 pounds with the Healthcare Plan, I felt like a failure. Today I like me and I'm excited about my life," says Janet Greeson, Ph.D. (3 Degrees and Titles)
4. "Capezio – we will keep you on your toes." (7 Slogans)
5. "I don't see why the Lions don't use an inside zone-blitz package or a safety blitz off the corner to stop the Raiders' West Coast offense from passing the ball against them," said the commentator on the football broadcast. (8 Technical Jargon)
6. Our class valedictorian, Angel Morales, plus our student council president, Heidi Hammer, and the science club chief, Val Kilter, all recommend that we select the Avery Resort for our prom. We need to listen to the wise kids in the school. Pick Avery. (3 Degrees and Titles)
7. "It's true," said Randy to his wife as he finished a glass of water from All's Mineral Wells. "All's Well Does End Well." (7 Slogans)
8. "I love the feel of the Dodge Marauder. It explodes when I hit the accelerator, and it has a super safety record," beams Albert Pujols, St. Louis Cardinals' home run slugger. (5 Status)
9. Ad: "Fifty million Americans can't be wrong! That's how many bought Frayer's Aspirin last year." (4 Numbers)
10. A computer company representative talking to the telecommunications expert of his customer: "For 100 Mbps data transport, fiber used to be the only way to go. But now you can speed at 100 Mbps over your existing coax or STP cable using our adapters and hubs." (0 No Technique – not Technical Jargon)
11. "When I grow up, I want to be a ballerina," said little Frances. "Why is that?" her mother questioned. "I just love how graceful and poised they always are," answered Frances. (2 Manner)
12. "O.K., Harry, pay me the money you owe from this poker game."  
"No, Tyrone, I won't. You cheated when you dealt that last hand from the bottom."  
"Harry, I'll get even with you for this. 'Every dog has its day.'"  
(9 Sophistical Formula)
13. "The Compaq Presario computer has the latest Intel Pentium chip, with 800 megahertz speed, a PSI local bus, 11 millisecond Quattro drive, and standard 10 megabit Ethernet card," rattled off the salesman to the new customer. (8 Technical Jargon)
14. A recent poll conducted by *Discover* Magazine found that 75 percent of Americans who responded believe in the existence of life on other planets. (0 No Technique – not Numbers)
15. A Senator speaking: "I hear a lot about how tired people are of having the government interfere in their lives. People are telling me that the 215,000 Federal bureau-

crats who work in the 30 largest regulatory agencies are creating more problems than they solve.” (4 Numbers)

16. I hear he takes a bath twice every day. He must be a very nice boy. (2 Manner)
17. “Of paramount importance,” droned Professor Hobsnob speaking to his first year English composition class, “in English literature we should refrain from pedantic verbiage and by all means eschew obfuscation.” (8 Technical Jargon)
18. Ad for a political candidate: “Americans want an administration that respects women’s rights. We want an administration that respects working Americans and their families. We want a government that respects the environment. Americans want jobs and prosperity at home. We want a health care system that is affordable for everyone. We want prescription medicines that will not put the elderly in the poor house. We want healthcare, not warfare.” (6 Repetition)
19. “After you have experienced Ultravision, everything else is just television,” says Anthony Edwards, the star of TV’s hit medical drama ER. (5 Status)
20. Ad for a computer store: “Our staff has over 150 years of experience. Our chief technical officer worked 12 years at IBM. Our maintenance director filled the same post at Apple Computer for 8 years.” (4 Numbers)
21. The people of Jefferson County are just wild about their sheriff, Harry Gee. Vote for Harry for Governor. (7 Slogans)
22. Ad in a computer magazine: “Oracle proudly presents its new Rdb7 application engine, with better support for client/server developers and special tools for high-transaction applications.” (0 No Technique – not Technical Jargon)
23. Ad in a news magazine: “It’s the first SUV in the world with a roll stability control (RSC) system to help prevent rollover from occurring. And in the unlikely event it ever does occur, it’s also the first seven-passenger SUV with seat belt pretensioners in every seat and inflatable side curtains in every row. The Volvo XC90. Equipped unlike any other SUV and guided by conscience.” (8 Technical Jargon)
24. Do you want a clean bathroom?  
Do you want a clean kitchen?  
Do you want a clean garage? Use Magic-Kleen! (6 Repetition)
25. Ad: “90% of all movies are shot on Kodak film, including all of this year’s Oscar nominees for best film.” (4 Numbers)
26. “Education is the way to the top. Stay in school – it’s your best bet,” says Reggie Miller of the Indiana Pacers. (5 Status)
27. Ad: “Buy all your back-to-school supplies at Target. Get a Bunch for a Buck.” (7 Slogans)
28. Graduate physics student: “I really hope that many of you middle school students will choose a career in science. It is a very exciting field and new discoveries are being made every day. Just recently the first long-distance demonstration of ‘quantum entanglement’ through open space was reported. This lends credence to ideas like teleportation. Being able to preserve quantum entanglements over large distances is a very important development in the possibility of using quantum mechanics to transfer information in a coded form from one place to another.” (8 Technical Jargon)
29. Dialog between two travelers arriving at an airport:  
“Does this rent-a-car company have a quick checkout policy like Zertz?”  
“Not exactly.”

- “Does it provide van service to the car like Zertz?”  
 “Not exactly.”  
 “Does it give you the first 100 miles free like Zertz?”  
 “Not exactly.” (6 Repetition)
30. Ad: “Our new frizz-resistant hair gel has a patented new formula with ‘elasticon.’ It works hard to strengthen hair and prevent frizzies. Welcome to the newest wave in hair management!” (8 Technical Jargon)
  31. I was impressed with that guy from the Adams Company. His presentation was clean and neat. The Badger Company presentation was sloppy and dull. Let’s go with Adams. (2 Manner)
  32. Ad for a headache medicine: “Clinical studies prove that with Relpax more people were pain free, for up to 24 hours, than those taking Imitrex. So don’t lose another day. Ask your doctor about Relpax.” (0 No Technique – not Numbers or Technical Jargon)
  33. Buy a BMW – the Ultimate Driving Machine. (7 Slogans)
  34. Ad: “Drink Tang, the breakfast drink of astronauts. Developed by NASA for the United States Space Program.” (3 Degrees and Titles)
  35. A proposed rule from the Bush administration would let the noisy, dirty vehicles stick around, despite the fact that 80 percent of more than 360,000 public comments submitted on the matter supported a snowmobile ban in the parks. (4 Numbers)
  36. Ad: “Anvil contains the compound Ibuprofin, which is the same ingredient found in the prescription drug Mootrin.” (8 Technical Jargon)
  37. Union leader to the workers in his plant: “What do we want from the boss? I say we want but one thing from the boss: respect. If the boss respects us, he will pay us a fair wage. If the boss has respect for us, he will provide us with security. If we have the boss’ respect, he will give us safe and comfortable working conditions. That is all we want – respect.” (6 Repetition)
  38. Ad: “Goodmeal Tires give you the roll of your life.” (7 Slogans)
  39. Ad: “Indeed our economy is in a slump. The Dow-Jones average has fallen 5,500 points in the past six months, but, consumers, don’t let that get you down. Here at Fred’s Beds we have the right prices for your budget. Thousands of beds marked below factory invoice price! Do it for the economy. Spend what you can and get the most. Call or come by today!” (4 Numbers)
  40. Ad: “Jump as high as Michael Jordan. Jump with Nike shoes. Michael does.” (5 Status)
  41. Get big brand names and big savings at the big sale at Big Bob’s! (6 Repetition)
  42. I can always tell when someone’s lying. They don’t look you in the face but rather stare at everything else except you. Often all they do is look down. (2 Manner)
  43. Ad: “Lakeland Water Filters: Think clear, drink clear.” (7 Slogans)
  44. Mobil Oil pays bottom-line dividends. Take our synthetic zeolite catalysts, for example, which help make everything from premium gasoline to man-made fibers. (8 Technical Jargon)
  45. From an automobile company memo: “This safety feature will cost \$11 per automobile. Without it, an estimated 2100 cars may catch fire, resulting in burn injuries to 180 people and death to 180 more. This \$11 device would be well worth the extra cost.” (4 Numbers)

46. We're sure lucky. Tomorrow the heavyweight champion of the world is coming here to talk about safe driving. (3 Degrees and Titles)
47. A device of unscrupulous service station attendants to try to sell new batteries to motorists is to slip detergent into the battery water to make it foam. Then the attendant draws the motorist's attention to the battery and says, "Look, you need a new battery." (1 Appearance)
48. Speech by a political candidate: "In 1929, the Kellogg-Briand Peace Pact was agreed to by 15 nations at Paris, France. The pact called for outlawing war and settling international controversies by arbitration. The pact was eventually signed by 62 nations. I want to revive this peace agreement." (4 Numbers)
49. Ad: "Stanley Steamer: Tough on Dirt. Gentle on Carpet." (7 Slogans)
50. From the moment they are put on to the time you trade in your car, your Sidewinders should never need changing. Not for flats, not for blowouts. The new Dual S-90 Sidewinder features General's patented puncture sealing. The Sidewinder seals itself as it rolls. Four full plies of Nygen plus deep treads of Dura-gen rubber all permeated with Zenogen, the scientific wonder that seals and seals. (8 Technical Jargon)
51. In a recent television special, George and Laura Bush spoke about the importance of loving parents in a child's life. They also addressed issues regarding the abuse, neglect, and abandonment of children. Please join them in their fight for a better future for our kids. (5 Status)
52. Ad: "The Fujitsu Company is the second largest computer company in the world. Our assistance hot line and web access is 24 hours a day, 7 days a week, 365 days a year. We served over 30,000 customers in the last six months of 2007." (4 Numbers)
53. U.S. Senator, the Honorable Dudley J. LeClerc, President of the LeClerc Corporation, manufacturers of Strength Tonic, has this to say, "We have never had a dissatisfied customer." (3 Degrees and Titles)
54. Son: "Wow, Dad, did you see that guy? He has huge arms and super-powerful legs. I'll bet he's a famous athlete."  
Dad: "Yes, son, that's Rudolf Navitsky, the world's best gymnast."  
(0 No Technique – not Appearance)
55. Ad: "In this time of national crisis, we must rise and defend our liberty. Our liberty is our most important asset. Bank at Liberty Savings and Loan." (6 Repetition)
56. Get the Porsche 924 Turbo-charged engine with rack and pinion steering and a new digital electronic system. (8 Technical Jargon)
57. Pick up a pair of ASICS Tigers – the Shoes with a Run in 'em. (7 Slogans)
58. Ad: "Twelve Down and Eighteen to Go. There are 30 computer network nightmares listed below. We can solve 12 of them right away. That's twelve fewer troubles for you." (4 Numbers)
59. A senator argues: "George Washington warned against entangling foreign alliances. Before taking sides in international conflicts, we should remember the wisdom of the Father of Our Country." (5 Status)
60. The Bush administration had all the clues leading to the September 11th attack. The vice president refused to disclose information regarding the energy task force. The Attorney General refused to release the names of the prisoners of war. I think there is a pattern of cover-ups in the Bush administration. They must have something to



- hide. After all, “where there’s smoke, there’s fire.” (9 Sophistical Formula)
61. Ad: “We care about your safety. We care about your family. We care about all that you treasure. That’s why you should get Onyx Security Systems – for those who truly care.” (6 Repetition)
  62. Ad: “Zelton Consultants. Challenge. Answers. Done.” (7 Slogans)
  63. After watching the latest debate between the candidates, I’m voting for George Clinton because he strikes me as being more Presidential than his opponent. (2 Manner)
  64. Banzac has the special ingredient Lycomin to insure that your parents will be rid of depression and the blues. (8 Technical Jargon)
  65. Anita Hill accused Judge Thomas of sexually harassing her. I believe her because she’s a law professor. (3 Degrees and Titles)
  66. America West Airlines: “What we serve is you.” (7 Slogans)
  67. Anybody who has graduated summa cum laude from Oxford and likewise passed graduate coursework at Yale, Harvard, and Cambridge has an impressive list of credentials. Such a person might possibly be just the type of leader this company needs. It bears looking into. (0 No Technique – not Degrees and Titles)
  68. Arnold Schwarzenegger is the perfect Terminator. Elect him as Governor of California. (5 Status)
  69. Ad: “Improve your life as a single adult with our newest book, Sassy, Single, and Successful. There has been a 35% increase in sales of single adult publications in the last year alone.” (4 Numbers)
  70. An academic games player speaking to a non-player friend: “I did really well in the Propaganda tournament yesterday. There was one question that looked difficult. I had a feeling it was Sophistical Formula, but it could have been Status. I also considered Post Hoc. That would have made the answer No Technique. I just analyzed it a little better on the second reading. It was Sophistical Formula. I got my qualifying score. I’m going to the AGLOA Nationals.” (8 Technical Jargon)
  71. As president of the environmental conservation program here at Lincoln Middle School, my opinion is highly valued. That is why when I say that Henry Lott is a good candidate for Student Council Treasurer, you should believe it. He is an excellent math student and he’s always loved numbers. Vote for Henry for school treasurer. (3 Degrees and Titles)
  72. Ad: “Lose five pounds in five days for less than five dollars with Jump Start.” (6 Repetition)
  73. Billboard sign: “Lexus, the luxury car for a new generation.” (7 Slogans)
  74. Boldface type from an insurance ad: “\$1,000 a month when you’re sick or hurt; save up to 54%. Seven Reasons Why This Mutual Policy Protects You Better.” (4 Numbers)
  75. But Mr. Farwell, I should get the promotion, not Henry. I have a Master’s from Yale plus 20 hours toward my Doctorate. Henry has only a Bachelor’s. (3 Degrees and Titles)
  76. Bonnie Beautiful, the internationally known movie actress, is pictured with her hands on the arm of a handsome man. Across the picture are the words, “‘No woman can resist a man who wears Exotic Scent,’ says Bonnie Beautiful.” (5 Status)
  77. Husband to wife: “Both ‘Children First’ and ‘Care for Kids’ have wonderful refer-

ences as child-care agencies. Both of them have experience with children of our kids' ages. But I felt much more at ease with the people at 'Children First.' The folks at 'Care for Kids' seemed uptight and upset to me. I think we should use 'Children First' to care for our kids. (0 No Technique – not Manner)

78. Boy, that film clip on the investment seminar in Hawaii looked good. The presenters dressed sharp, and the charts were super. It sure would be nice to relax on those beaches too. I'm going to sign up this afternoon for the trip. Are you going to join me? (1 Appearance)
79. Buy El-Bo-Oral. It is the only toothbrush made with ZX-606. (8 Technical Jargon)
80. Son: "Mom, when you get me cereal at the store, make it Wheatless."  
Mom: "Sure, hon. Any particular reason?"  
Son: "Yeah, I just saw this commercial where Michael Jordan told us we'd better eat our Wheatless!" (5 Status)
81. Ad: "When you order a large one topping pizza for \$12.99, you'll get a free order of breadsticks delivered right to your door. That's right – a free order, just for ordering a pizza. Don't miss the chance to get free food. Call now." (6 Repetition)
82. Camera company's representative to camera store's top salesperson: "Be sure to point out to your customers the Olympus ZX-1's zoom lens reflex with its exclusive 'fuzzy logic' ESP metering system." (0 No Technique – not Technical Jargon)
83. Coach Malone of the women's soccer team: "If it hadn't been for the 22 straight shutouts she had as goalie in her senior year in high school, I would never have given Madelyn a scholarship. She doesn't know anything about playing keeper. How was I to know that her team was so good that the opponents took only 12 shots at her all year?" (4 Numbers)
84. Coach talking to his team after losing: "Okay, guys, I know it was tough out there today and we took a good licking. But don't lose hope; 'every cloud has a silver lining.'" (9 Sophistical Formula)
85. Come to our Half-Off Sale. Everything in our store is marked Half Off. Rush on down! Beat the crowd because when they see that everything is Half Off, they are going to knock our doors down! (6 Repetition)
86. Christy Brinkley, a famous model, in an ad for perfume: "It takes time to find the perfect fragrance. That's why I use Continuance, the new scent from the makers of Red Passion." (5 Status)
87. Dentist to another dentist: "There is no evidence to indicate that the ingestion of acidulated food or drink has any etiological relationship to dental erosion." (0 No Technique – not Technical Jargon)
88. Did you notice the way he let loose a fraction of a second before the handshake was complete? That was a dead giveaway that he was anxious about the interview. I say let's not hire him. (2 Manner)
89. Ad: "Bring your body to its ultimate best by wearing Spandex high-energy fabrics with Dura-Stretch." (8 Technical Jargon)
90. DiVosta is opening a new housing development next month. Let's get there the first day and put a down payment on one of the two-bedroom models at pre-construction prices. It's the early bird that catches the worm. (9 Sophistical Formula)
91. Call for Philip Morris, America's finest cigarette. Make it yours! (7 Slogans)
92. Do you realize that it would take 150,000 washings – enough to pulverize any dress

or shirt – to fade colors put on with DYEVEVER? (4 Numbers)

93. As a Nobel Prize winner in Biology, I say to you that Senator James' saying that if it comes to nuclear war he would prefer that the survivors be American are the remarks of an ignorant man. (3 Degrees and Titles)
94. Do you want your reward? Your reward in engineering, your reward in comfort? Buy a Ford Reward. (6 Repetition)
95. Don't believe a word that comes out of his mouth. Just look at him, dressed in those preppy clothes. Do you really think he'll listen to the common folk like us? (1 Appearance)
96. Ad: "Drink soothing Seven-Up. Your Fresher Picker-Upper!" (7 Slogans)
97. Did you see how Bill and Hillary treated all those kids on Easter Sunday at the White House egg roll? They were kind and pleasant. Their presidency will probably be the most successful in history. (2 Manner)
98. Don't worry, Henry. I'm sure your divorce happened for a reason. Look at the bright side of things. After all, "every cloud has a silver lining." (9 Sophistical Formula)
99. Dr. Janice Gershwin of the Harvard Medical School, who has been researching torn muscles for over 22 years, gave us some incredible stretching exercises to do on a daily basis to prevent injuries. We're going to do them religiously. (0 No Technique – not Degrees and Titles)
100. Ad: "Philip Burris and only Philip Burris has always contained an ingredient – DG1 – that does NOT produce irritants present in the smoke of every other cigarette." (8 Technical Jargon)
101. e-mail ad: "Did you see the CBS 60 Minutes report on the appetite suppressant Hoodia? This is the way to actually achieve your weight loss goals. Visit us and see how Hoodia can help you lose weight and keep it off. [www.endmyhunger.com](http://www.endmyhunger.com)" (5 Status)
102. Finding the right babysitter is a tough job. But here at "Sitters-R-Us," we know what you're looking for. A kind hand, a gentle foot, and a loving heart. We'll find the right one for you. (2 Manner)
103. Five Nobel Prize winners have come out for nuclear disarmament. Isn't it time we listened to the wise people of our age? (3 Degrees and Titles)
104. Ford Trucks have outsold Chevy for 13 of the last 14 years. Shouldn't your next truck be a Ford? (4 Numbers)
105. Former President Jimmy Carter during a television commercial: "Habitat for Humanity is a worthwhile organization. Please consider volunteering to help this institution with its noble task." (3 Degrees and Titles)
106. From a letter from the NAACP Legal Defense and Educational Fund: "Affirmative action jobs programs? 'We shall overcome.' Benefits for poor inner-city mothers? 'We shall overcome.' Programs to educate and heal our children? 'We shall overcome.' Decades of progress in civil rights? 'We shall overcome!'" (6 Repetition)
107. Reebok Workout ad: "Did you know that there are 620 muscles in your body? You WILL after this." (4 Numbers)
108. Beer commercial: "Some things speak for themselves." (7 Slogans)
109. Ad: "Introducing Valvetronic, a revolutionary throttle that offers dramatic improvements in all the areas that matter: power, responsiveness, and efficiency. The 4.4-liter, 325-hp V8 from BMW. Possibly the best V8 in the universe. Or at least on this

planet.” (8 Technical Jargon)

110. From a TV ad showing basketball ten years in the future: “Even with 100 yard basketball courts and 20 foot-high baskets, PowerAde made the game easy,” says Shaquille O’Neal. “That is, until they put in the moving basket.” (5 Status)
111. You should be pleased that your girlfriend is going away for a while. After all, “absence makes the heart grow fonder.” (9 Sophistical Formula)
112. Attendance at religious services is a must to be successful in this world. All the nation’s business leaders – men such as Bill Gates – attend religious services regularly. (5 Status)
113. From an article on the editorial page of a newspaper: “Instead of creating 510,000 jobs in 2003, as President Bush predicted, the economy has suffered a net loss of 473,000 jobs so far this year. The Timken Company, an Ohio-based steel and bearings manufacturer where the president launched his Jobs and Growth package in April, embarrassed the Administration two weeks ago with an announcement it will cut 900 jobs.” (4 Numbers)
114. Ad: “Stephanie Kleck is a chemist and an inventor of Kevlar. It is in skis, helmets, protective clothing, and any place else that requires light weight with extreme strength. Look for the Kevlar label whenever you buy.” (8 Technical Jargon)
115. George Fibster, president of the Wildlife Preservation Project, has been on committees for all sorts of projects, including the “Save our Beaches” Campaign, the “Restore Recycling” Project, and the “Hands Helping Habitat” Project. Today he’s here to ask your support for one more important issue: to help those who can’t help themselves. And who is that, may you ask? Who else, but the elderly in our community. Help support proper care of our community’s senior population, by voting ‘YES’ to amendment #6. (3 Degrees and Titles)
116. Ad: “Do you have a posture that slouches? When you sleep, does your mattress let your posture bend uncomfortably? If so, you need a change in your posture. Posture yourself better with the Sealy PosturePedic mattress and sleep soundly again.” (6 Repetition)
117. Get the new Panasonic KX-4100 Auto-Feed Paper Shredder. With Lithium rollers and Permite blades, it will make your office shredding jobs simple. (8 Technical Jargon)
118. Today more people will take the road in a car rented from Anamo than ever before. The next time you need a rental car, go to Anamo. (4 Numbers)
119. Grocery store manager to clerk: “Nikki, although the customer whose check bounced wore a fur coat and diamond jewelry, you must remember that ‘all that glitters is not gold.’” (9 Sophistical Formula)
120. Hallmark Cards. When you care enough to send the very best! (7 Slogans)
121. I don’t care about her background or her future. I just love the way she walks. (2 Manner)
122. He got the job. True, he had to lie to get it, but don’t be down on him for that. “All’s well that ends well,” you know. (9 Sophistical Formula)
123. Herbert Hoover must have been our greatest president. After all, the man was awarded over 70 honorary degrees from some of the most prestigious universities around the world. He was also honorary chairman of Boys’ Clubs and countless other charitable organizations. (3 Degrees and Titles)

124. Ad: "One car company was the first to let you drive 100,000 miles before a scheduled tune-up. One car company was the first to give you an 18-month warranty on all parts and a 275 horsepower V8 engine. Chrysler." (4 Numbers)
125. Hey, Milt, slow down on studying Propaganda examples. You've been at it for hours. Let's play a little Equations. "Don't put all your eggs in one basket." (9 Sophisticated Formula)
126. Ad: "Clear Skin facial cream is exactly what the doctor ordered. It's soft on skin, but hard on oil. With its new benzyl oxide formula, it's a definite winner!" (8 Technical Jargon)
127. Ad: "Scuff-Be-Gone is the best way to get your old shoes looking new. Scuff-Be-Gone removes all unsightly marks on all types of shoes and is the key to everlasting clean shoes. Buy your bottle of Scuff-Be-Gone today!" (6 Repetition)
128. I always do my grocery shopping at Publix rather than Winn-Dixie. The Publix stores are always cleaner and brighter than Winn-Dixie. (1 Appearance)
129. I am so excited about tomorrow. The leading money winner of the PGA tournament is coming to our school to lecture us about the importance of completing high school. (3 Degrees and Titles)
130. Ad: "The way she walks, the way she talks, the way she glides with such grace. She learned it all at Marilyn's Modeling Studio. Sign up today!" (2 Manner)
131. Ad: "Four out of five doctors who smoke smoke Dromedaries. Shouldn't Dromedaries be your brand too?" (4 Numbers)
132. I know about the problems in our city. I was the chairperson of the Committee for a Better City. I was the president of Citizens Concerned about Government. What could be better preparation to be your mayor? (3 Degrees and Titles)
133. Mother: "Be very quiet, Angelique. We don't want to offend that Arab lady over there."  
 Angelique: "How can you tell she's an Arab, Mom?"  
 Mother: "Very simple, honey. Look, she's wearing a hood and a veil."  
 (1 Appearance)
134. How do I know he'll be a good lawyer? Look at the credentials: Bachelor's degree from Harvard, M.A. from Yale, Associate degree from Princeton, and a Rhodes Scholar at Oxford. How can you doubt his qualification? (3 Degrees and Titles)
135. Ad: "Maximum strength Sucrets with dyclamene lasts twice as long." (8 Technical Jargon)
136. I know you'd rather be with Michelle than with Brenda, but "if you can't be with the one you love, love the one you're with." (9 Sophisticated Formula)
137. Ad: "Catching a perfect shot of your buddy nailing a ski jump. Degree of difficulty: 8.9. Printing it at the ski lodge to impress your friends. Degree of difficulty: 0.0. The 170 Portable Printer with Bubble Jet Direct." (4 Numbers)
138. I made Donna the captain of the softball team because I was impressed with her take-charge attitude. (0 No Technique – not Manner)
139. In a test of smooth ride and comfort, more drivers chose the new Continental Mark VIII over Mercedes Benz and Cadillac. The new Continental Mark VIII is the best for smooth ride and comfort. (4 Numbers)
140. I would like to introduce Dr. Mason Master, former Director of the Styles Institute for Morphine Addicts and the current Director of the University Medical School. He

- will speak to us tonight on the topic “Physical Effects of Drugs on the User.” (0 No Technique – not Degrees and Titles)
141. I’d rather live than die. Stop Pollution. Keep America Clean. (7 Slogans)
142. Ad: “I’m not a doctor but I play one on TV, and I’m here to tell you about my favorite brand of aspirin.” (3 Degrees and Titles)
143. In the television commercial the person shown using the sponsor’s product was in great physical shape and wearing well-fitting clothing. The person shown using the competitor’s product was overweight and dressed in floppy clothes. (1 Appearance)
144. It should be OK for us to lend Mark Philpont the full amount of \$150,000 on his new home. We do not need to do a credit check. I have been told that he is “as honest as the day is long.” (9 Sophistical Formula)
145. It takes an Dell computer to replace an Dell computer. (7 Slogans)
146. From a pamphlet sent to voters before an election: “For each Californian, the cost of this bond issue amounts to pennies – an average of 39 cents a year. Surely this is a small, but wise, investment to protect a California resource that is truly one of a kind.” (4 Numbers)
147. Jane is such a darling to have in the classroom. She could not have been involved in that fight. (2 Manner)
148. Just look at the way her hair is fixed. Everyone can tell she is poor. (1 Appearance)
149. Keep up-to-date with News at 11 on Channel 11! Hard-hitting reporters bring you the stories behind the headlines on News at 11 on Channel 11! (6 Repetition)
150. Ad: “Our new TX-78 calculator is just what you need to ace those mathematics exams. It has fully functional 16M bytes of memory, with 512K RAM, along with nearly 1024K of user data archive, to store anything you need. Get one now, before they sell out.” (8 Technical Jargon)
151. Let’s give FDR a fourth term in office. The war’s not won yet. “Don’t change horses in the middle of the stream.” (9 Sophistical Formula)
152. Listen to the confident hum of Ultra’s supercharged engine. Step on the accelerator and Ultra delivers 205 horsepower on demand to move you into traffic with authority. With a 0 to 60 time of just 7.5 seconds, you’ll pass a number of expensive competitors on the way, including Lexus LS400. (4 Numbers)
153. Look at how the sun sparkles on the water and the white sandy beaches! This is going to be our best vacation ever! (1 Appearance)
154. Movie critic on a TV entertainment show: “With two months’ receipts totaling less than ten thousand dollars before it was taken off the circuit, it’s a safe bet that ‘Revenge of the Dweebs’ won’t be setting any box office records for success.” (0 No Technique – not Numbers)
155. Magazine ad: “Canon has revolutionized digital photography to suit your needs. Want a compact, simple-to-operate camera with advanced shooting features? Try the Canon PowerShot A80. Want professional features with a stunning combination of resolution, speed, and control? The Canon PowerShot G5 is for you. Want a host of options with a sophisticated brushed aluminum alloy exterior? Choose the Canon PowerShot S50.” (6 Repetition)
156. Martha, the president of the local girls’ soccer league: “Did you see that Nike ad with the Women’s National Team? They are the world champions of soccer. We

- have to go buy Nikes for all our girls.” (3 Degrees and Titles)
157. Jim, every person in the whole building is now dressing casual on Fridays. You may be out of place in that suit and tie. You choose. (0 No Technique – not Appearance)
158. Michelob – Put a Little Weekend in Your Week. (7 Slogans)
159. Ad: “Lunar Toothpaste contains the miracle ingredient stellar 4 developed on the Challenger spacecraft to make your teeth their brightest ever.” (8 Technical Jargon)
160. Mother to daughter: “You’d better get out of bed soon or we will miss all the good sales at the mall. You know, ‘the early bird gets the worm.’” (9 Sophistical Formula)
161. Mr. Mulligan, you have been asking me questions about this investment for over an hour. It’s time you “put your money where your mouth is.” Can I count on your check now? (9 Sophistical Formula)
162. My academic games coach is a former player who was the National Champion in Equations five times and On-Sets Champion twice. He’s going to learn Propaganda and teach us so that we can be national champions too. (3 Degrees and Titles)
163. From a radio ad: “Write to your legislator and tell him to reject this law the way 30 other states have.” (4 Numbers)
164. My mother always said that you can judge someone by looking at his shoes. If they’re torn and raggedy, he’s probably not a very good person. (1 Appearance)
165. Never mind that it’s your 40th birthday. Just because you’re 40 doesn’t mean that you can’t do anything that you did when you were 20. You know, “it’s not how old you are, but how old you feel.” (9 Sophistical Formula)
166. No one without a college degree should apply for this job as chief auditor of the school board. (0 No Technique – not Degrees and Titles)
167. Ad: “Basketball star Koby Bryant loves Power Sour supplement bars. Just watch – he always eats one right before a big game to give him that extra energy. When you need a little extra kick, reach for a Power Sour bar!” (5 Status)
168. No, sir, there is nothing wrong with the computer we sold you. There is obviously a mistake in the program or the data you put into it. As we say in our business, “Garbage in, garbage out.” (9 Sophistical Formula)
169. One candidate to another in a political debate: “My opponent is a liberal who has never seen a tax hike that he didn’t like. He is also a socialist who favors large government programs that waste money and don’t help anybody.”  
Opponent in response: “Sticks and stones may break my bones, but names will never hurt me.” (9 Sophistical Formula)
170. Now more than ever, it’s important that the media report the full story, unvarnished and unspun. But all we see on TV are retired military officers and administration officials narrating a clean and precise war that bears little resemblance to the chaos, bloodshed, and tragedy on the ground. (2 Manner)
171. Of course, I am the best person to hire as Soccer Director of your Youth Soccer Association. I was captain of my college basketball team, a third-team basketball All-American, and a second round draft pick in the NBA. (3 Degrees and Titles)
172. Oldsmobile – always a step ahead. (7 Slogans)
173. Newbridge Telecommunications ad: “Our advanced congestion management tech-

- niques make sure you have the bandwidth you need 99.9999% of the time, regardless of the load. Some others offer less than 70% certainty." (4 Numbers)
174. On the first day of school, Mr. Robertson looked over his new class. Spotting a young man with his hair uncombed, shirttails hanging out, and one shoe untied, Mr. Robertson thought to himself, "This student won't amount to much." (1 Appearance)
175. One member of a jury was a farmer wearing bib overalls. Every time the defense attorney addressed the jury, the farmer sat with his arms folded across his belly. The lawyer told his assistant: "We don't have a chance of getting a unanimous verdict. That farmer is dead set against us." (2 Manner)
176. Ad: "You don't have to have oily skin to need Oil-Free Moisturizer. All skin types can suffer from acne cosmetica. Allercreme has a full line of hypo-allergenic skin care products and cosmetics." (8 Technical Jargon)
177. Online ad: "WebCrawler will help you crawl your way through the Internet." (7 Slogans)
178. Only one thing can make you change mascaras: Unforgettable Lashes from Revlon. Unforgettably long, unforgettably lush, unforgettably lasting. (6 Repetition)
179. Our speaker tonight is Dr. Jonas Polk, developer of the vaccine against malaria and a member of the United Nations Health Board. His words to us on the dangers of contracting AIDs should be fascinating. I can't wait to get there. Don't you want to come too? (0 No Technique – not Degrees and Titles)
180. "Jeb Bush must be the next governor of Florida. He is the man with the character to lead our state into the 21st century," reports Philip Markham, retired four-star general and former head of the Americans for Peaceful Protection. (3 Degrees and Titles)
181. Over 85% of students who play academic games go on to higher education. Shouldn't you play academic games? (4 Numbers)
182. Pepsi – the taste of a new generation. (7 Slogans)
183. I don't trust that consultant our boss is using. She keeps all her options quiet from us and is constantly appearing in our offices when we least expect it. I expect the worst from her. (2 Manner)
184. POSI Pens: For all the Write Things in your life. (7 Slogans)
185. Poster on the bulletin board in a school hallway: "Think bigger. Play the academic games." (7 Slogans)
186. President of a company reporting to the stockholders: "In order to maximize our profit potential, we issued long-term debentures. We avoided the futures market and concentrated on high-yield bonds." (8 Technical Jargon)
187. Overheard at a seminar for auto mechanics: "I prefer the General Motors C.E.C. system because it not only provides vacuum spark advance during high gear operation, as does the T.C.S. system, but its solenoid vacuum switch also regulates curb idle and high gear deceleration throttle positions, thus further reducing emissions." (0 No Technique – not Technical Jargon)
188. Radio ad: "This program is brought to you by the Acme Waste Disposal Company. Our business stinks, but it's picking up!" (7 Slogans)
189. Reck Shelves are functional. Recks can be used in the garage. Bedrooms, also, are brightened by Reck Shelves. Kitchens can be Recked delightfully. Use Reck



Shelves in your rec room. (6 Repetition)

190. Now that Harrah's has declared bankruptcy, the city will lose 3% of its anticipated revenue, forcing countless layoffs and business closings. When the negotiations for land-based casino gambling began, all the politicians saw dollar signs in their eyes and they all tried to get in on the action figuring they would be millionaires overnight. It just proves that "too many cooks spoil the broth." (9 Sophistical Formula)
191. Ramon was so nervous and fidgety when he talked with us this morning about the new computer monitors. I can't believe he was telling us the whole story. Even though his product seems to be the best for the least money, I don't think we should buy from him. (2 Manner)
192. One lawyer to another: "Do you plan to appeal your client's conviction on charges of libel and larceny?"  
The other lawyer: "No, I got an injunction, and therefore see no need to appeal the case; however, I am going to appeal for a new trial on the charges of slander because my client deserves at least acquittal and maybe even dismissal of the case." (0 No Technique – not Technical Jargon)
193. Reebok shoes. Life is short. Play hard. (7 Slogans)
194. From a mailing from an opponent of the governor for reelection: "Instead of cutting the budget as he promised, his first act as governor was to borrow one billion dollars. \$500 million was used on the first year's expenditures. He has left us a crushing debt of \$700 million that we and our children will pay." (4 Numbers)
195. See the new summer movie Shazam starring basketball legend Shaquille O'Neal! (5 Status)
196. Remember Hose have soft support for your aching legs. Just remember to don Remembers each morning for an all-day feeling you will always remember. (6 Repetition)
197. I know my history professor will be excellent. Today was only the second day of class and already he was talking with individual students and calling on them by name. (2 Manner)
198. Rombat's mobile phones offer full digital service with synchronized cross connecting of interspersed calls. Bi-monthly itemized accounts offer a clear audit trail of charges. Transceiver mixing affords luminous quality of tone. Rombat's is your choice. (8 Technical Jargon)
199. Ad: "We've all heard, 'Save something for a rainy day.' So start an account at Merchants National Bank." (9 Sophistical Formula)
200. Jim never smiles. He must be the unhappiest person I've ever met. (2 Manner)
201. She carries herself with such confidence and poise. She would be a good candidate for our modeling agency. (0 No Technique – not Appearance or Manner)
202. Speaker introducing the candidate at a political rally: "I love his integrity. I love his success. I love his courage. I love his leadership. You'll love all these qualities as well. Here's the next representative from our district, Bob Berger!" (6 Repetition)
203. Reggie Jackson is a great baseball player and a successful businessman. Young people, therefore, are well advised to participate in Little League Baseball. (5 Status)
204. The defense attorney was questioning Mr. Jones, a potential juror in a murder trial.

"Do you think you could be an impartial juror for my client sitting at the table?" (He points to the well-dressed man seated at the table.)

"Oh him!" replied Mr. Jones. "I thought he was one of the lawyers on your defense team." (1 Appearance)

- 205.** Ad: "PoundsOff helped 88 guests at Mattie's Resort lose an average of 11 pounds and reduce their waistlines by three inches." (4 Numbers)
- 206.** Spokesperson on television: "Ladies and gentlemen, I am here today to offer you a new dietary product not available in any store. Slim Down is an excellent product developed at the University of Biloxi by three PhDs. Call the number on your screen to order yours now." (3 Degrees and Titles)
- 207.** Teacher to parent: "Mrs. Pettifogger, the fact is that little Hubert's cerebral cortex has difficulty in distinguishing between imaginary and factual material. In addition, he needs to learn to respect the property rights of others." (8 Technical Jargon)
- 208.** TV ad: "Visit Atlanta, America's Most Dynamic City!" (7 Slogans)
- 209.** Taking the advice of his campaign manager, David Puke had his nose straightened and his skin scraped. Now he will do even better in the presidential race. (1 Appearance)
- 210.** Linda is so sweet and gracious. She makes us all feel comfortable. I'd like to add her to our Executive Economic Committee. (2 Manner)
- 211.** Ad: "Tide gets the stains out that others leave behind." (7 Slogans)
- 212.** Teacher at Manatee High speaking to a former colleague who now is principal at a nearby elementary school: "You know, for some time the issue of whether or not it is better to go self-contained or remain departmentalized was in question, but the current trend is to accept that the age of individualization allows for maximizing the potential of both teacher and student by matching learning styles of the one with the teaching styles of the other." (0 No Technique – not Technical Jargon)
- 213.** Ad: "Paris, Tokyo, Rio de Janeiro – imagine sending a message to any of these places and having it received in 10 milliseconds. Around the world in 10 milliseconds! Only with MCI's Omninet." (4 Numbers)
- 214.** Police officer: "Lady, why did you let the robber in?"  
Lady: "Well, he said his car broke down and asked if he could use my phone. He was very polite. He spoke well and he even apologized for disturbing me. He seemed so sincere." (2 Manner)
- 215.** Our speaker tonight is Dr. Richard Jones, Professor of Tropical Medicine at Harvard University and chairman of the United Nations Health Board. His topic will be the dangers of contracting AIDS. It should be an interesting evening. (0 No Technique – not Degrees and Titles)
- 216.** That new boy looks like something the cat dragged in. He'll never make the honor roll. (1 Appearance)
- 217.** Ad: "Justin Timberlake drinks milk; so should you." (5 Status)
- 218.** Teacher to parents: "Your son has potential, but he is incapable of any viable feedback. He is also not motivated by curriculum innovation. We don't want him to stagnate in a lockstep system, so we are trying to stimulate his awareness." (8 Technical Jargon)
- 219.** From a pamphlet distributed to voters prior to an election: "A similar measure, Proposition 6, was rejected two years ago with 61 percent of the voters against it. This

- reflected a well-deserved negative response.” (4 Numbers)
- 220.** Ad: “Save for your retirement starting today at National City Bank. Remember, ‘A penny saved is a penny earned.’” (9 Sophistical Formula)
- 221.** The Book of Tomorrow! Buy it today! (7 Slogans)
- 222.** Ad: “When you buy our new Coraface facial mask, you will get a free sample of our new hair gel, Coragel. We will also throw in a free bottle of Corafoam, our new foaming facial wash. In addition, we will even add another free bottle of Coraface, all for purchasing one today. For a limited time only, so order soon.” (6 Repetition)
- 223.** I’d like to introduce our guest speaker for the Athletes in Action program. He is the two-time Super Bowl Most Valuable Player, four-time League All-Star, and was voted one of the Players of the 20th Century in the National Football League. The local Rotary Club also named him Man of the Year. Please welcome Charles Willingham. (0 No Technique – not Degrees and Titles or Status)
- 224.** The CBA Championships brought to you by A. T. & T., the people’s choice. (7 Slogans)
- 225.** From a company news release: “We are proud to announce that our new toys are made with polychloric and vinyl-heuristic fibers, the latest space age material.” (8 Technical Jargon)
- 226.** The defendant took the stand in his own defense. He wore an immaculately tailored suit. He sported a perfectly tanned face. His shoes were expensive, shined and spotless. His shirt was stiff with starch and bore his embroidered initials at the pocket. The jury, composed of middle class and poor citizens, voted to convict him. (1 Appearance)
- 227.** The entire Arizona Little League team has a .388 batting average in the tournament, and their pitchers have a combined Earned Run Average under 2.00. They can’t be beat. (4 Numbers)
- 228.** President Reagan seems so self-assured, in control. Why don’t you have confidence in him? (2 Manner)
- 229.** The featured speaker for the Science Fair will be Albert Einstein, winner of the Nobel Award. I think you may wish to attend. (0 No Technique – not Status)
- 230.** Ad: “Next Tuesday, National Public Radio’s Marketplace program will feature discussion of instant runoff voting, the hot new reform that has drawn the support of political leaders like Senator John McCain, Governor Howard Dean and Representative Dennis Kucinich. Stay tuned for more NPR coverage of fair election systems next month.” (3 Degrees and Titles)
- 231.** Things have gone badly for you. But don’t give up. “It’s a long road that has no turning.” (9 Sophistical Formula)
- 232.** Try the new Remington VicVac. It treats stains like dirt. (7 Slogans)
- 233.** There is nothing like the feel of cotton. Cool cotton clothing looks neat and stays neat all day. Cotton keeps its color wash after wash. And cotton washes so easily. Wear 100% cotton. (6 Repetition)
- 234.** The President’s wife has won many Congressional votes for his proposals by the gracious way she has hosted the Congressmen and their wives at the White House. (2 Manner)
- 235.** “We wish you a merry Christmas! We wish you a merry Christmas! We wish you a merry Christmas and a happy New Year!” (0 No Technique: song lyrics – not Re-

petition)

- 236.** Ad: "The Toshiba Satellite T2100 series of laptop computers have outstanding connectivity and expansion ability. Two stacked PCMCIA slots (two Type I-II or one Type III) give you plenty of room to grow with data/fax modems, networking adapters, hard drives, and more. This is one of the many reasons why Toshiba should be your choice." (8 Technical Jargon)
- 237.** There's no doubt about it; Newburg's school system is better than Finetown's. Newburg had 10 National Merit Finalists, 15 writing award winners, and 90% of its graduates went on to college. (4 Numbers)
- 238.** Title over a picture of actress Elke Sommer leaning on her car: "Volkswagon is the Perfect Car of Sommer." (5 Status)
- 239.** One member of a jury speaking to the rest of the jury during deliberations after a trial: "I really like the defense lawyer. I felt closer to him than to the prosecutor. He seems like the kind of man you would want as a friend. I vote not guilty." (2 Manner)
- 240.** Try Fats-Off, the new It-Must-Be-Fall-My-Thighs-Are-Thick Diet Formula. (7 Slogans)
- 241.** Grocery store manager: "Nikki, you know you must ask the customer for a driver's license before cashing a check for more than \$100."  
Nikki: "Yes, I know, but the woman had on a fur coat and diamond jewelry. I never thought she would write a bad check." (1 Appearance)
- 242.** The next time you're looking for a good adding machine or calculator for your business office, think of an I.B. Good calculator. You can count on us! (7 Slogans)
- 243.** TV ad showing people at a party: One person: "I'm gellin'." A second person: "I'm gellin' too." A third person: "You know I'm gellin'." Fourth person: "I'm gellin' like a felon." Third person again, looking at the fourth person's shoes: "No, you're not gellin'." Voice over: "Join the party. Get Dr. Scholl gel insoles." (6 Repetition)
- 244.** The speaker for our Principals' Association meeting next week is Dr. Henry Sprocket, Chairman of the State School Officers and former Superintendent of Schools in East Farnsworth, Massachusetts. Let's go hear him. (0 No Technique – not Degrees and Titles)
- 245.** Use Neutrogena Moisturizers. Each non-comedogenic formula provides longer-lasting benefits. Neutrogena's Solar-15 actively hydrates your skin as it shields it from the sun. (8 Technical Jargon)
- 246.** Tommy, also known as T-bone, dropped out of school to pursue a career as a rap star. His disappointed father said, "Is that all you can do? It isn't wise to 'put all your eggs in one basket.'" (9 Sophistical Formula)
- 247.** Taco Bell has the high-energy carbohydrates that power Shaquille O'Neal and Dirk Nowitzki to the NBA Finals. (5 Status)
- 248.** TV ad: "When something works, people use it! Australian three-minute miracle conditioner – 44 million sold!" (4 Numbers)
- 249.** Wife: "Honey, I'm concerned about turning over our whole savings to Jack Burns. We hardly know him."  
Husband: "Relax, dear. Jack is from the same law school as my brother and is captain of his Army Reserve Unit. He will take care of us."  
(3 Degrees and Titles)

250. TV commercial: "Master the value, master the moment, master your money with MasterCard." (6 Repetition)
251. Twitty has been extremely polite, quiet, and courteous tonight. He must have outgrown his earlier wild days. (2 Manner)
252. I would like to introduce Dr. Tom Schrinker, M.D., former Director of LePaul's Mental Hospital. He will speak to us tonight on the topic, "Handling Mental Stress during the Holiday Season." (0 No Technique – not Degrees and Titles)
253. A television ad shows champion tennis player Wendy Star saying, "I'm voting for Smith for Congress, and I'm urging you to join me." (5 Status)
254. Ad: "The leading citizen of Northbuster, Nadine Northbuster, American wife of the great-great-grandson of Queen Victoria, says, 'Rand's beauty treatment gives amazing results.'" (3 Degrees and Titles)
255. Ad: "Glug glug, thump, thump: New Tropicana Healthy Heart. The power of six heart healthy nutrients and zero sodium. The power to be strong to the core. That's the power of Pure Premium." (6 Repetition)
256. Ad: "Colgate always was the best with Guardall, but it's even better now with the addition of MFP." (8 Technical Jargon)
257. Use Slim-Quick, the It-Can't-Be-Summer-I-Haven't-Lost-Any-Weight Diet. (7 Slogans)
258. Washmere Acupuncture, 32 years experience, featuring expert Director Dr. Yao Wulee, O.M.D., Ph.D., C.A. (3 Degrees and Titles)
259. I could tell by the bulletin boards in her room, full of skeletons and ghosts, that our daughter's teacher was clearly given to evil pagan influences. (1 Appearance)
260. We need to downsize our company. We have so many workers that personnel can barely keep them all straight. You know how they say, "too many cooks spoil the soup"? That's what we have here – a mess of spoiled soup. (9 Sophistical Formula)
261. Ad: "Oprah Winfrey's exclusive live interview with Michael Jackson attracted a record TV audience. On the show, you saw Michael's multimillion-dollar home. You too can have a specially built home by contacting the construction firm Michael chose for his dream house. Just write to the address below or call this number." (5 Status)
262. What a Grand Opening, Folks! On the very first day of business on Friday, Celestial Cesspools served 6,000 people and turned away 6,000 more. (4 Numbers)
263. Yeah, I heard Joe won the lottery for 50 million, but if you want to make a loan from him, do it right away. "A fool and his money are soon parted." (9 Sophistical Formula)
264. The perfect place has the perfect plan for the perfect honeymoon. Stop at Perfect House located at Perfect Way, Nova Scotia. (6 Repetition)
265. Lately President Clinton looks more confident and "Presidential." That's why his standing in polls of voters is going up. (2 Manner)
266. The nation of Croatia has only 4.2 million people. Why, there are over 6.7 million registered soccer players in the nation of Germany. Croatia does not stand a chance in the matchup with Germany. (4 Numbers)
267. Ad: "Buy the new Compaq 650 home computer with its Pentium Pro 4 gigahertz processor and 8.2 gigabyte hard drive with a built-in PCI video slot!" (8 Technical

Jargon)

268. You can tell a person's background by the kind of clothes he wears and by the length of his hair. (1 Appearance)
269. "I've never believed society's limited image of what a woman should be. I drink Dowar's Scotch," says Lynn Hill, #1 Rock Climber in the World. (5 Status)
270. From an A.T. & T. ad: "Why change to another phone company? Why take a chance? 'Stay with the tried and true.'" (9 Sophistical Formula)
271. You should take 500 milligrams of vitamin C every day. The Nobel Prize-winning chemist Linus Pauling recommended vitamin C to prevent and cure the common cold. (3 Degrees and Titles)
272. A Barnett Bank ad: "We do a better job. And we've got millions of customers to prove it." (4 Numbers)
273. I can't believe Joseph Jones has taken all my money. He told me my investments were growing. He was assured and confident and had answers for all my questions. (2 Manner)
274. Ad: "The new Rustoleum Enamel finish seals your lawn furniture with Penadrene to guard against wind, snow, and rain." (8 Technical Jargon)
275. Crotan makes you a man, boy. (7 Slogans)
276. Former astronaut Scott Carpenter recommends the new water filtration system from PureTap. (3 Degrees and Titles)
277. I can't accept Joe's application as a volunteer phone answerer for our Public Radio fund raising drive. His stuttering would be a real problem as he asks the donors for information. (0 No Technique – not Manner)
278. Kerry and Edwards are going to win this Fall. They look hip and with it compared to those old fogies, Bush and Cheney. I am going to vote for Kerry and Edwards. (1 Appearance)
279. Dad, nearly 80% of all rental movies are now available on DVD. Don't you think that we should buy a DVD player now? (4 Numbers)
280. Let's add Tom to our New Construction Committee. He impressed me with his wit and the way he handled those nasty news reporters. (2 Manner)
281. Ad: "Buy the new Compaq 650 home computer with its Pentium Pro 1.4 gigahertz processor and 30 gigabyte hard drive!" (8 Technical Jargon)
282. Superior Dodge – superior service, superior prices. That's why we're Superior Dodge. (6 Repetition)
283. I know his dress is shabby and his hair is long, but "don't judge a book by its cover." (9 Sophistical Formula)
284. When I walked into the show, there were only two other people in the entire theater, so I figured it must be a pretty bad movie. I went out and saw another flick. (4 Numbers)
285. When I first met the president of this company, I was surprised. He seemed to be skeptical and uncertain about the future of the company. However, having worked here for a month, I now see that he is indeed assured and confident on where we are headed. (2 Manner)
286. Couple to the loan officer of the bank: "If we are not able to get a 7 1/2% loan for 30 years with no additional closing costs, then we are not interested in your offer to

refinance our home mortgage. It is not worth it to us.” (0 No Technique – not Numbers)

