DEFINITION OF TRANSFER PROPAGANDA

**Transfer advertising** attempts to transfer people's feelings about one topic or product to another topic or product. With transfer advertising, you can manipulate the audience's feelings about the product by choosing to highlight one fact about the product while ignoring aspects of the product that don't fit with the message you want to send to the consumer

**BANDWAGON PROPAGANDA** The bandwagon appeal emphasizes that “everyone else is doing it, and so should you.” Since few of us want to be left behind, this technique can be quite successful. Read the original poem and check your answers.Do you think you believe in stereotypes?

Heaven is where                                                                                            Hell is where

the police are British,                                                                                    the police are German

the cooks French,                                                                                          the cooks British,

the mechanics German,                                                                                the mechanics French,

the lovers Italian,                                                                                            the lovers Swiss

and it is all organised                                                                                     and it is all organised

by the Swiss                                                                                                     by the Italians!

It is important to be able to observe the details in images, especially in our times when we see hundreds of images on the Internet.

* The Jew is shown as an ugly, angry looking man
* His right shoulder is high and he looks like a hunchback
* He has a large and prominent nose
* He looks dirty and uncivilised ( unlike the Germans)
* His outstretched hand is holding money ( probably gained in a dishonest way- unlike honest, hard-working Germans)
* He has very big hands compared to the head
* He is holding a whip ( shows how oppressive Jews are- want to rule the world by force)
* Under his arm is a map piece with the Communist hammer and sickle ( Germany’s greatest enemy at that time, so if you don’t hate Jews, you’re a traitor)
* If your answer is A, congratulations! You’re a thinking person!
* If your answer is B, you tend to follow the crowd and do what everyone else is doing.
* If your answer is C, don’t you think you’re a little indifferent? Indifferent citizens don’t make a better world!
* But the video doesn’t show a TV station fabricating a story. It depicts a camera crew on the set of a documentary about the 1922 exodus of Greeks from Asia Minor.
* After watching the video, would you believe what you saw or would you have your doubts?
* What would you do to check if the story is true or not?
* Jacques Pezet, a fact-checker at Correctiv, [first debunked (exposed it as false) the story](https://correctiv.org/echtjetzt/artikel/2018/08/16/nein-video-von-ertrinkenden-fluchtlingen-in-kreta-ist-keine-medienmanipulation/). Writing for the German site, he found the location of the video using Google Maps, then reached out to a nearby restaurant to see if they knew anything.
* The restaurant told him the video was from a documentary featured at a local film festival, and they sent Pezet a link. He confirmed that by identifying and contacting members of the crew.
* Gülin Çavuş told Daniel in a message that the debunked migrant video is an example of how hyperpartisan groups take content out of context to delegitimize(make something [seem](https://dictionary.cambridge.org/dictionary/english/seem) not [valid](https://dictionary.cambridge.org/dictionary/english/valid) or not [acceptable](https://dictionary.cambridge.org/dictionary/english/acceptable)) the press.