

A Zombiegram: Top 50 Tactics Used by Media

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"Tactic"		"Definition"	"Historical Example"
"Ad Hominem"		"Attacking one's opponent instead of their arguments."	"In political debates, calling an opponent a "liar" without addressing their arguments."
"Ad Nauseam"		"Tireless repetition of an idea to make it seem true"	especially with media control.", "Nazi propaganda repeatedly claiming Jews were responsible for Germany's economic woes."
"Agenda Setting"		"News media influencing the importance of public agenda topics."	"During the 1990s, U.S. media's focus on the O.J. Simpson trial overshadowed healthcare reform debates."
"Algorithmic Bias"		"Systemic bias in computer systems affecting messages during content moderation"	etc.", "Social media algorithms promoting politically polarizing content to increase engagement."
"Appeal to Authority"		"Citing prominent figures to support a position."	"Tobacco companies in the 1950s used doctors in ads to claim smoking was safe."
"Appeal to Fear"		"Building support by instilling anxieties and panic."	"WWII "Buy War Bonds" posters showed children under a Nazi shadow to encourage support."
"Appeal to Prejudice"		"Using emotive terms to attach value to believing a proposition."	"Using racially charged language during the 1930s to fuel anti-Semitic sentiment."
"Bandwagon"		"Persuading to join the majority"	including "inevitable victory" and "join the crowd" sub-techniques.", "Everyone is switching to [product]," implying you should too, in advertising."
"Beautiful People"		"Using famous or attractive people to suggest happiness or success with a product/ideology."	"Celebrity endorsements in advertising, such as movie stars promoting beauty products."
"Big Lie"		"Repeated articulation of events with elements of truth to supplant accurate perceptions."	"Nazi propaganda claiming Jews were subhuman and responsible for Germany's problems."
"Black-and-White Fallacy"	Fal-	"Presenting only two choices"	with the propagated idea as the better option.", "Political rhetoric framing issues as "either with us or against us."

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"Cherry Picking (Card-Stacking)"	"Selecting truth requisite for purpose"	mixing with truths the audience wants to hear.", "Highlighting only positive economic data while ignoring negative trends."
"Classical Conditioning"	"Associating A with B to elicit a physical reaction when A is present alone."	"Pairing a product with patriotic symbols to evoke national pride."
"Cognitive Dissonance"	"Exploiting the desire for consistency to change opinions."	"During the Vietnam War, U.S. citizens faced dissonance with anti-war protests vs. government claims."
"Common Man (Plain Folks)"	"Convincing the audience that positions reflect common sense"	using ordinary language and mannerisms.", "Politicians posing as "just like you" to gain trust."
"Cult of Personality"	"Creating an idealized heroic public image via mass media to promote positions."	"Stalin's cult of personality in the Soviet Union, with widespread propaganda."
"Demonizing the Enemy"	"Making opponents appear subhuman"	worthless, or immoral through suggestion or false accusations.", "Nazi propaganda depicting Jews as rats in posters and films."
"Demoralization"	"Eroding fighting spirit to encourage surrender or defection."	"Allied leaflets dropped over Germany during WWII encouraging soldiers to surrender."
"Dictat"	"Simplifying decision-making by telling the audience exactly what actions to take."	"Uncle Sam "I Want You" poster during WWI, directly calling for enlistment."
"Disinformation"	"Creating or deleting information to make a false record."	"The Soviet Union's denial of the Katyn Massacre, blaming it on the Nazis."
"Divide and Rule"	"Gaining power by breaking up larger concentrations into less powerful pieces."	"British colonial rule in India exploiting Hindu-Muslim tensions."
"Door-in-the-Face Technique"	"Increasing acceptance by first offering a higher price"	then reducing it to seem like a good deal.", "Charities asking for a large donation first, then settling for a smaller one."

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"Dysphemism"	"Using expressions with negative connotation"	opposite of euphemism.", "Referring to opponents as "enemies of the state" to dehumanize them."
"Euphemism"	"Using innocuous words to replace offensive or unpleasant ones."	""Collateral damage"" instead of ""civilian deaths"" in military reports."
"Euphoria"	"Using events generating happiness to boost morale."	"Declaring national holidays after military victories to boost public support."
"Exaggeration"	"Stretching the truth to make something appear more powerful or real."	"Claiming a product is ""the best in the world"" without evidence."
"False Accusations"	"Claiming wrongdoing that is untrue and unsupported by facts."	"McCarthyism in the 1950s, accusing people of communism without evidence."
"Fear"	Uncertainty	and Doubt (FUD)", "Disseminating negative and dubious information to undermine credibility.", "Anti-vaccine campaigns spreading false information about vaccine safety."
"Firehose of Falsehood"	"Broadcasting rapid	repetitive, continuous messages over multiple channels without regard for truth.", "Russian disinformation campaigns during the 2016 U.S. election."
"Flag-Waving"	"Justifying actions by making them seem patriotic."	"Using the American flag in political ads to evoke national pride."
"Flak"	"Efforts to discredit organizations or individuals disagreeing with prevailing assumptions."	"Coordinated attacks on journalists who criticize powerful entities."
"Foot-in-the-Door Technique"	"Creating psychological debt with a small gift"	then asking for a larger favor.", "Charities sending small gifts before asking for donations."
"Framing"	"Social construction of phenomena by media or other actors to influence perception."	"Framing immigration as a ""crisis"" to influence public opinion."

"Tactic"	"Definition"	"Historical Example"
"Gaslighting"	"Using denial	misdirection, and lying to sow doubt in the target's memory, perception, sanity, and norms.", "Political leaders denying obvious facts, making people doubt their perception."
"Gish Gallop"	"Bombarding with complex questions rapidly to make the opponent appear uninformed."	"Creationists overwhelming scientists with rapid-fire questions in debates."
"Glittering Generalities"	"Emotionally appealing words applied to a product/idea without concrete argument."	"'Ford has a better idea!'" without specifying what the idea is."
"Guilt by Association/Reductio ad Hitlerum"	"Disapproving an idea by suggesting it's popular with hated/feared groups."	"Comparing an opponent's policy to something Hitler would do."
"Half-Truth"	"A deceptive statement including some truth but omitting key details."	"Claiming a product is '"natural"' without defining what that means."
"Information Overload"	"Overwhelming with information to reduce decision quality and prompt disengagement."	"Flooding social media with conflicting reports during a crisis."
"Intentional Vagueness"	"Deliberately vague generalities for the audience to supply interpretations."	"Political slogans like '"Make America Great Again"' without defining '"great.'"
"Labeling"	"Using euphemism to increase or dysphemism to diminish perceived quality."	"Calling opponents '"radicals"' to discredit them."
"Latitudes of Acceptance"	"Techniques to increase bounds of acceptance	e.g., taking an extreme position to make a moderate one seem acceptable.", "Proposing an extreme policy to make a less extreme one seem reasonable."
"Limited Hangout"	"Admitting some truth while withholding key damaging facts."	"Governments releasing partial information about scandals to limit damage."
"Loaded Language"	"Using words/phrases with strong emotional implications."	"Calling tax increases '"theft"' to evoke negative emotions."

"Tactic"	"Definition"	"Historical Example"
"Love Bombing"	"Bombarding with affection to manipulate."	"Cults overwhelming new members with love and attention."
"Group Think"	"A psychological phenomenon where a group makes decisions based on consensus without critical evaluation."	"The Bay of Pigs invasion, where U.S. policymakers went along with a flawed plan."
"Social Psychosis"	"A collective mental state where a large group shares delusional beliefs or behaviors."	"The Salem Witch Trials, where mass hysteria led to accusations of witchcraft."
"Controlled Opposition"	"An opposition that is under the control of the ruling entity to limit genuine dissent."	"Soviet infiltration of anti-communist groups during the Cold War."
"Straw Man Fallacy"	"Misrepresenting an opponent's argument to make it easier to refute."	"In political debates, misrepresenting an opponent's position as more extreme than it is."
"False Flag Attack"	"Staging an event to blame it on an enemy to justify actions."	"The Reichstag fire in 1933, blamed on communists by the Nazis."