### **Five Red Flags in a Political Ad**

#### How to Spot Manipulation Before It Reaches Your Vote

By Mike Sivier – [**https://voxpoliticalonline.com**](https://voxpoliticalonline.com/)

#### **1. Fear-Based Language**

Words like "invasion," "takeover," or "crisis" are designed to trigger emotion, not logic.
If the ad makes you feel anxious before giving you facts, it’s likely manipulating your judgment.

#### **2. No Source for Big Claims**

If a stat or fact is bold but unlinked or unverified — it’s a red flag.
Always ask: “Where did this come from?”

#### **3. Over-Simplified Solutions**

Watch out for slogans like "Just ban it" or "We’ll fix everything."
Real issues are complex. Easy answers are rarely honest ones.

#### **4. Loaded Labels**

Phrases like "the elite," "real people," or "common sense" divide voters into good vs bad.
It’s designed to create us vs them — not inform you.

#### **5. Too Much Emotion, Not Enough Policy**

If an ad stirs anger, pride, or fear — but says nothing specific about what they’ll do…
That’s a classic tactic: influence without substance.

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