MEDIA TYPES

TV

NEWSPAPER

BILLBOARDS

RADIO

BUMPER STICKERS

MAGAZINE
Persuasive Techniques Notes

- **Bandwagon** – appeals to “everyone is doing it” mentality
- **Appeal** – reason, ethics, emotions
  - [http://www.youtube.com/watch?v=E0HI4DAmVDo](http://www.youtube.com/watch?v=E0HI4DAmVDo)
- **Testimonial** – a statement in support of a particular truth, fact, or claim; a recommendation
  - [http://www.youtube.com/watch?v=MPI9Jzgdkg](http://www.youtube.com/watch?v=MPI9Jzgdkg)
• **Exaggeration** – extreme exaggerating to get the point across; unrealistic

• [http://www.youtube.com/watch?v=i-KKCztPBRg](http://www.youtube.com/watch?v=i-KKCztPBRg)

• [http://www.youtube.com/watch?v=6z31tXadSdA&feature=related&edufilter=8YaEOYA1BOelB_ABiEW7NA](http://www.youtube.com/watch?v=6z31tXadSdA&feature=related&edufilter=8YaEOYA1BOelB_ABiEW7NA)

• **Contradiction** – opposite of (ex. happy vs. sad, wealthy vs. poor, mean vs. nice)

• [http://www.youtube.com/watch?v=cQdCaTv6H5Y](http://www.youtube.com/watch?v=cQdCaTv6H5Y)

• **Misleading statements** – not based on reasonable information

• [http://www.youtube.com/watch?v=zLLolIFZFDo](http://www.youtube.com/watch?v=zLLolIFZFDo)
• **Sentimental appeals** – gets you emotionally involved; buy based on emotion (what they might use--little kids, animals, families, death, military)
  • [http://www.youtube.com/watch?v=RwhzbzZSAYg](http://www.youtube.com/watch?v=RwhzbzZSAYg)

• **Scare tactics** – makes you worry enough to buy/believe in something
  • [http://www.youtube.com/watch?v=4NFzEW8rSWc](http://www.youtube.com/watch?v=4NFzEW8rSWc)

• **False authority** – use of authority instead of actual evidence
  • [http://www.youtube.com/watch?v=j57KYp7Da0U](http://www.youtube.com/watch?v=j57KYp7Da0U)
  • [http://www.youtube.com/watch?v=SOAPMjsHLDM](http://www.youtube.com/watch?v=SOAPMjsHLDM)
More Examples of Persuasive Techniques used in Advertising
OMG

GET THE MESSAGE:
TEXTING WHILE DRIVING IS A DEADLY DISTRACTION.

Spread the word, save a friend.

Purpose? Audience? Persuasive technique?
Be a hero for animals.

Don’t let another animal be a victim of cruel and senseless abuse. Act now.

THE HUMANE SOCIETY
OF THE UNITED STATES
Coca-Cola

Is a delightful, palatable, and healthful beverage. It relieves fatigue and is indispensable for business and professional men, students, and athletes. It relieves mental and physical exhaustion. It is the favorite drink for ladies when thirsty and weary. Despondent.

Sold at fountains 5¢. Cut this out and bottle your own. The most refreshing drink in the world.
Portugal – Vitae Shelters

Vitae

a. false authority
b. scare tactics
c. sentimental appeal

Was this ad effective?  Yes or  No

Why?
Was this ad effective? Yes or No

Why?
Small screen, small movie

For Megastar Media.

Movie
a. false authority
b. scare tactics
c. contradiction

Was this ad effective? Yes
or No

Why?
Cingular Phones

Cingular

a. appeal

b. exaggeration

c. bandwagon

Was this ad effective?  Yes  or  No

Why?
Funeral Services Advertisement

Come a little closer

Funeral Services
a. appeal
b. scare tactics
c. bandwagon

Was this ad effective? Yes or No
Why?
Where’s your child?

Child

a. appeal
b. scare tactics
c. bandwagon

Was this ad effective?   Yes     or     No