

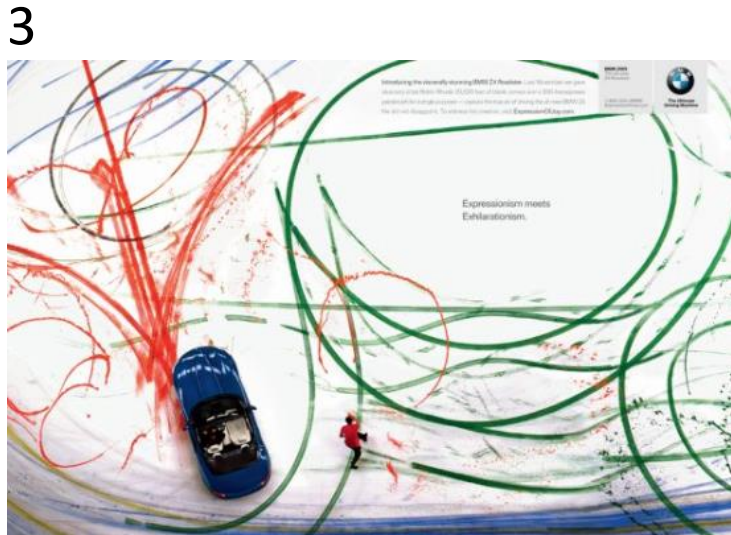
Circle the more appealing product advertisement.



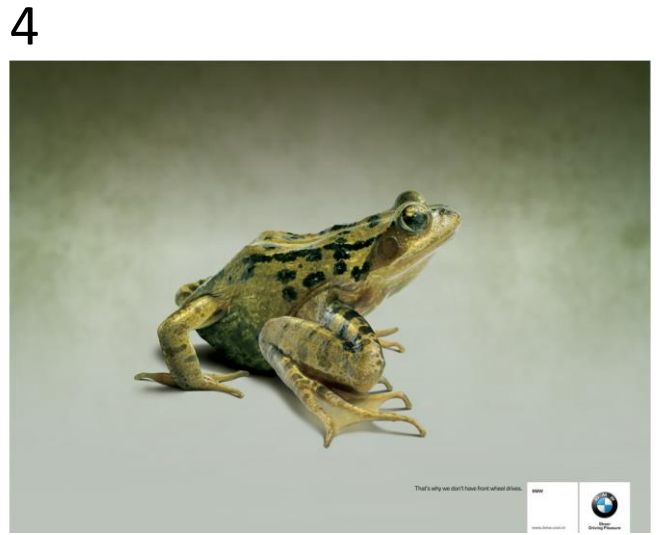
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Persuasive Techniques in Advertising

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: pathos, logos, and ethos.

Pathos: an appeal to emotion.

An advertisement using pathos will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the "wrong" mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

Logos: an appeal to logic or reason.

An advertisement using logos will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 75% of your daily Vitamin C needs.

Ethos: an appeal to credibility or character.

An advertisement using ethos will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. Ethos often involves statistics from reliable experts, such as nine out of ten dentists agree that Crest is the better than any other brand or Americas dieters choose Lean Cuisine. Often, a celebrity endorses a product to lend it more credibility: Catherine Zeta-Jones makes us want to switch to T-Mobile.

1. Practice labeling pathos, logos, and ethos by placing a **P**, **L**, or **E** in the blank :

1. ____ A child is shown covered in bug bites after using an inferior bug spray.
2. ____ Tiger Woods endorses Nike.
3. ____ Sprite Zero is 100% sugar-free.
4. ____ A 32-oz. bottle of Tide holds enough to wash 32 loads.
5. ____ A commercial shows an image of a happy couple riding in a Corvette.
6. ____ Cardiologists recommend Ecotrin more than any other brand of aspirin.
7. ____ Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
8. ____ Miley Cyrus appears in Oreo advertisements.
9. ____ People who need more energy drink Red Bull Energy Drink.
10. ____ A magazine ad shows people smiling while smoking cigarettes.

2. Now look at the provided advertisements, determine which appeal they are using. If they are using more than one, circle both. (**P=Pathos, E=Ethos, L=Logos**)

1. P E L	2. P E L	3. P E L	4. P E L
5. P E L	6. P E L	7. P E L	8. P E L
9. P E L	10. P E L	11. P E L	12. P E L

Advertising Strategies

Avante Garde

The suggestion that using this product puts the user ahead of the times. A toy manufacturer encourages kids to be the first on their block to have a new toy.

Weasel Words

“Weasel words” are used to suggest a positive meaning without actually really making any guarantee. A scientist says that a diet product might help you to lose weight the way it helped him to lose weight. A dish soap leaves dishes virtually spotless.

Magic Ingredients

The suggestion that some almost miraculous discovery makes the product exceptionally effective. A pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitor’s.

Patriotism

The suggestion that purchasing this product shows your love of your country. A company brags about its product being made in America.

Transfer

Positive words, images, and ideas are used to suggest that the product being sold is also positive. A textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze.

Plain Folks (Type of Testimonial)

The suggestion that the product is a practical product of good value for ordinary people. A cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product.

Snob Appeal

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous lifestyle. A coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery.

Bribery

Bribery offers you something “extra.” Buy a burger; get free fries.

Bandwagon

The suggestion that you should join the crowd or be on the winning side by using a product—you don’t want to be the only person without it!

False Authority (Type of Testimonial)

The advertiser uses a celebrity or public figure to sell a product.

1. For the following advertisement descriptions, determine which technique is being used.
 1. _____ A child is shown covered in bug bites after using an inferior bug spray.
 2. _____ Tiger Woods endorses Nike.
 3. _____ Sprite Zero is 100% sugar-free.
 4. _____ A 32-oz. bottle of Tide holds enough to wash 32 loads.
 5. _____ A commercial shows an image of a happy couple riding in a Corvette.

6. ____ Cardiologists recommend Ecotrin more than any other brand of aspirin.
7. ____ Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
8. ____ Miley Cyrus appears in Oreo advertisements.
9. ____ People who need more energy drink Red Bull Energy Drink.
10. ____ A magazine ad shows people smiling while smoking cigarettes.

2. For the advertisements provided, determine which primary technique is being used.

1.	2.	3.	4.
5.	6.	7.	8.
9.	10.	11.	12.

3. Your task is to advertise a specific item (to be given to you in class) using three of the above techniques. Create a headline for each of the techniques.

Item _____

- a.
- b.
- c.

Ad Deconstruction

Choose one of the provided ads to deconstruct.

1. What are some of the first visual elements that you noticed? Why do you feel your eye was drawn to this element?

2. Is the advertisement humorous, clever, or creative? Describe how it meets one or more of the categories.

3. Describe the color scheme. Is it bright, neutral, vintage-like, etc.? How does the color-scheme match the product? In other words, why did the advertisers choose this color scheme?

4. What is the slogan of the ad? Does it relate to the product or is it promoting a lifestyle that comes from the using the product?

5. Find the product itself. Is it there? Is it prominent? Is it being used? Why is it featured (or not) in this manner?

6. Read the copy of the ad. What is it discussing? Is it relevant to the product?

7. Try to create a plot for the scene depicted in the ad. Who are the characters and what are they doing? What happens after the actions in the ad end? Think of a beginning, middle, and end.

One of the most important elements of advertising is that the ad reaches its target audience. Using the provided advertisement, determine if the company has reached its target audience.

1. Product Name: _____
2. In general, this product would be used by (circle one) Male Female Both
3. The average age of the users of the product is probably _____
4. The apparent age of the people in the ad is _____
5. The primary gender represented in the ad is (circle one) Male Female Both
6. The primary racial or cultural group shown in the ad is _____
7. Identify and describe the setting(s) of the advertisement.

8. Briefly describe the action(s) represented in the ad

9. Describe people you know (or know of) who do the actions described in #8.

10. Read the written part(s) of the ad. The language is (circle one) easy medium difficulty complex

11. Describe which technique the advertiser is using (pathos, ethos, logos) and justify your assessment using evidence.

12. Describe which strategy /strategies is/are being used. Why do you feel the advertisers used this strategy according to their audience?

13. Write a paragraph that describes to whom (specifically) the advertisement targets. Use evidence from above to support your statements.

Advertising Project

Your group task is to create a print ad for a specific audience using calculated techniques and strategies. Your ad must be original, meaning that you cannot use something that has already been in print, digital, or televised media. In order to receive credit for your project, you must complete all prewriting and writing assignments.

This project will address the following standards:

- 9I6 Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose
 - Your advertisement effectively appeals to one's sense of logos, pathos, or ethos. You are appealing to a specific audience.
- 9I8 Delineate and evaluate the argument and specific claims in a text, assessing whether the reasoning is valid and the evidence is relevant and sufficient; identify false statements and fallacious reasoning.
 - Your advertisement strategically uses a rhetorical strategy to appeal to the targeted audience. Your appeal is believable or your audience is willing to suspend their disbelief.
- 9W9 Draw evidence from literary or informational texts to support analysis, reflection, and research.
 - Your expository essay reflects upon the artistic and rhetorical techniques learned and utilized in the project.

The requirements of the project are as follows. Failure to meet any one requirement will earn you a failing grade.

1. Your Pre-Writing Sheets
 - a. These are analyses of how you plan to address your audience. They are attached and should be completed using complete sentences.
2. Your Print Ad
 - a. You must complete an 8 ½ X 11 print ad. You may use any program that creates digital publications or you may choose to NEATLY create one by hand. Your print ad must have a color scheme and neat font.
 - b. You must have an ad slogan or headline.
 - c. You must have a set color scheme. If you draw, you should have completed values, appropriate shading, and all areas filled.
 - d. You may not use crayons.
3. Your essay
 - a. Your essay should adequately detail what strategies and techniques you employed for your specific audience. It should also address how you would plan to change the ad to meet another audience.
 - b. Your essay must be typed in MLA format.

5. Which technique do you think would work best to appeal to your audience? Why?

6. What strategy would be best utilized? Why?

7. Given your determined strategies and techniques, create three original slogans for your project.
 - a.

 - b.

 - c.

8. Which of the slogans would be best used for the product? Why?

9. What color scheme do you feel would appeal to your audience? Be specific about shades or hues. Name at least five colors.

10. What visual elements will you use to appeal to your audience? Why?

11. Is there any other text you will include? If so, describe.