Analyzing Persuasive Techniques in Advertising

Directions: Choose two competing products and find a commercial for each of them. Use the chart below (and the explanation of persuasive techniques on the back of this sheet) to analyze the persuasive techniques the ads use.

	Commercial A	**Commercial B**
1. Product		
2. Message		
3. Target Audience		
4. Persuasive Techniques Used (Cite details to support your analysis)		
5. Intended Effect		

Persuasive Technique	How It Is Used	Intended Effect
Bandwagon	Uses the argument that a person should believe or do something because "everybody else" does	• Consumers buy the product because they want to fit in. • Consumers assume that if others buy it, the product must be good.
Bait and Switch	Dishonest tactic in which a salesperson lures customers into a store with the promise of a bargain	• Consumers are persuaded to buy a more expensive item.
Celebrity Spokesperson	Uses a celebrity or famous person to endorse a product	• Consumers transfer admiration or respect for the celebrity to the product.
Emotional Appeals	Make viewers feel certain emotions, such as excitement, sadness, or fear	• Audience transfers that feeling to the product.
Glittering Generalities	Emphasizes highly valued beliefs, such as patriotism, peace, or freedom	• Consumers accept this information, often without enough real evidence to support the claim.
Humor	Used to make audiences laugh, but provides little information about the product or service	• Consumers remember the ad and associate positive feelings with the product.
Individuality	Appeals to consumers' desire to be different from everyone else; the opposite of the bandwagon appeal	• Consumers celebrate their own style, or rebel against what others are doing. • Consumers perceive the product as unique, stylish, or cool.
Loaded Language	Uses words with positive or negative connotations to describe a product or that of the competitor—such as purr, snarl, or weasel words	• The words appeal to consumers' emotions, rather than their reason. • Purr words, such as "fresh" or "juicy," make a product seem more desirable.
Name-calling	Attacks people or groups to discredit their ideas	• Consumers focus on the attack rather than the issues.
Plain Folk	Shows ordinary people using or supporting a product or candidate	• Consumers trust the product because it's good enough for regular "folks."
Product Comparison	Compares a product with the "inferior" competition	• Consumers believe the feature product is superior.