

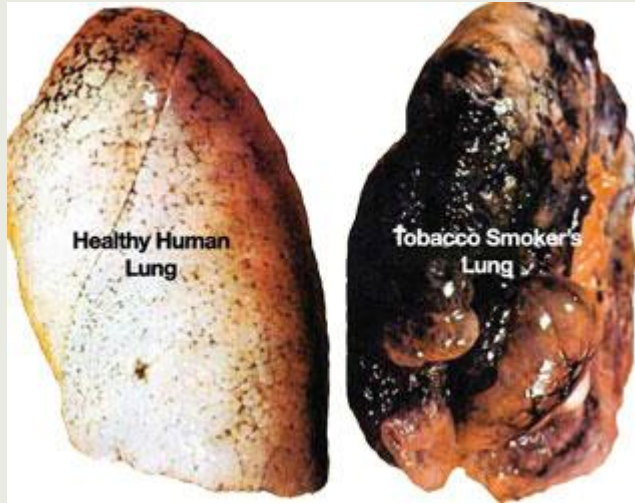
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# Directions:

1. Look at examples of **persuasive language** used in advertisements.
  - At your table, **restate** each type of **persuasive language** in your own words to explain how you are being convinced.
2. Your group will create 4 mini-advertisements to show different types of **persuasive language**.
  - Be sure to choose a different type of **persuasive language** for each mini-advertisement!
  - Write an explanation to show how you are convincing someone to buy or use the product!

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# Persuasive Strategy: Scare Tactics



"File:Healthy lung-smokers lung.jpg." *Wikimedia Commons, the free media repository.* 29 Nov 2016, 10:50 UTC. 30 Oct 2017, 20:32 <[https://commons.wikimedia.org/w/index.php?title=File:Healthy\\_lung-smokers\\_lung.jpg&oldid=224196555](https://commons.wikimedia.org/w/index.php?title=File:Healthy_lung-smokers_lung.jpg&oldid=224196555)>.

This image is an example of a persuasive technique called scare tactics.

When advertisers use scare tactics, they are trying to tell us that something bad will happen unless we listen to them.

This is an anti-smoking advertisement, and we see one healthy lung and one unhealthy lung. The advertisers want us to be afraid, that unless we listen to them and stop smoking, we will suffer this bad consequence.

Summary of scare tactics:

Do this or else...

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# Persuasive Strategy: Scientific Claim



Mozart, Mike. "Tylenol." Flickr. 6/14.  
<https://www.flickr.com/photos/jeepersmedia/14550149323>

This image is an example of the persuasive technique called scientific claim.

When advertisers use scientific claim, they want us to be convinced by scientific experts or by scientific studies that show how amazing their product is.

In this Tylenol advertisement, we see that experts recommend this. The advertisers want us to be convinced by doctors telling us how well this product works.

Summary of scientific claim:

Look for experts, numbers, or studies!

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# Persuasive Strategy: Bandwagon



<https://commons.wikimedia.org/w/index.php?title=Special:CiteThisPage&page=File%3A99billion2006-05-20.JPG&id=191225952>

This image is an example of a persuasive technique called bandwagon.

When advertisers use bandwagon, they are trying to convince us that everybody is doing something, and we will be left out if we don't join in.

In this McDonald's advertisement, we see that 99 billion people have eaten at McDonalds. The advertisers want us to be convinced that if 99 billion people like McDonalds, then we should too!

Summary of Bandwagon:  
Peer pressure!

# Persuasive Strategy: Testimonial

"Best gearshift I've ever come across in any production car — and that's only the start of it..."

SAYS JACK BRABHAM

"Off the race track you won't find a better gearshift anywhere" says the Australian of the Year. "Four well-chosen ratios, unbeatable synchro, and a positive action that feels just right under your hand. For that matter, everything about Torana — the way it looks, the way it goes, the way it corners with practically no lean at all, adds up to one of the most exciting cars I've driven. It beats me how GMH can do it for the money."

3 MODELS AT YOUR HOLDEN DEALERS NOW — FROM ONLY \$1795 TAX PAID

HOLDEN **Torana**

GMH

This image is an example of a persuasive technique called testimonial.

When advertisers use testimonial, they use the endorsement of a celebrity or famous person to sell their product.

In this advertisement, a famous Formula One racecar driver is saying that this car's gearshift is the best. The advertisers want us to be convinced that if a racecar driver buys this car, you should too!

Summary of testimonial:  
Be like a famous person!

Sylambo. "1967 Holden HB Torana ad." Flickr. 2/11.  
<s://www.flickr.com/photos/50415738@N04/5412107360>

# Persuasive Strategy: Repetition

This image is an example of a persuasive technique called repetition.

When advertisers use repetition, repeat a word, phrase, or image over and over to emphasize their point.

In this photo, we see the same poster of the same advertisement. The advertisers want us to see this image over and over again so that we remember it.

Summary of repetition:

Just do it! Just do it! Just do it!



"File:Brooklyn Posters 1.jpg." *Wikimedia Commons, the free media repository.* 22 Oct 2016, 04:32 UTC. 30 Oct 2017, 20:37  
<<https://commons.wikimedia.org/w/index.php?title=File:Brooklyn Posters 1.jpg&oldid=210454804>>.

# Persuasive Strategy: Bribery



Stasiuk, Tomasz. "Great fine print coupon." Flickr. 2/4/11.  
<<https://www.flickr.com/photos/zstasiuk/5416442780>>

This image is an example of a persuasive technique called bribery.

When advertisers use bribery, they offer you something extra, so that you feel like you are getting something free for buying or using their product.

In this photo, we see that if you buy a burrito, salad, or tacos at Chipotle, you get chips and guacamole for free. The advertisers want us to buy more of their food and feel like we are getting extra food for free.

Summary of bribery:  
Bonus! All this and more!