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Analyzing Persuasive Techniques in Advertising

Persuasive Technique	How It Is Used	Intended Effect
Bandwagon	Uses the argument that a person should believe or do something because "everybody else" does	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Consumers are persuaded to buy a more expensive item.
Celebrity Spokesperson	Uses a celebrity or famous person to endorse a product	<ul style="list-style-type: none"> • Consumers transfer admiration or respect for the celebrity to the product.
Emotional Appeals	Make viewers feel certain emotions, such as excitement, sadness, or fear	<ul style="list-style-type: none"> • Audience transfers that feeling to the product.
Glittering Generalities	Emphasizes highly valued beliefs, such as patriotism, peace, or freedom	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Consumers focus on the attack rather than the issues.
Plain Folk	Shows ordinary people using or supporting a product or candidate	<ul style="list-style-type: none"> • Consumers trust the product because it's good enough for regular "folks."
Product Comparison	Compares a product with the "inferior" competition	<ul style="list-style-type: none"> • Consumers believe the feature product is superior.