

## Advertisement Assignment

Name: \_\_\_\_\_

Date: \_\_\_\_\_

You are expected to create an advertisement in one of the following styles:

- Print advertisement ex: newspaper, magazine, poster.
- Commercial
- Social Media
- Online
- Other

It must clearly meet the criteria for some of the following:

*Pathos: an appeal to emotion.*

*Logos: an appeal to logic or reason.*

*Ethos: an appeal to credibility or character.*

Create an advertisement with the following criteria:

- Has a specific targeted audience.
- Is appealing to the intended audience.
- Shows a variety of the persuasive techniques discussed in class.
- Has high visual appeal.
- Have slogans, symbols or songs that transmits a feeling or message to the audience.
- Shows high creativity.
- Clearly states the product being advertised with all important information. Ex: price, purpose, message, intentions, information, etc.

# Persuasive Techniques in Advertising

The following are some more specific strategies that advertisers use. Often, they overlap with the rhetorical strategies above.

## **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**

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!

## 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*.

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

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

## Analyzing Ads

Choose six advertisements—two magazine ads, two television commercials, and two internet-based advertisements—and explain how each uses pathos, logos, and ethos. Not every advertisement will use all three, but examine the ad carefully before you decide to write “none.” Also list any other strategies used. Refer to the definitions and examples given earlier for help.

Product Name	Use of pathos	Use of logos	Use of ethos	Other strategies
Product 1				
Product 2				
Product 3				
Product 4				
Product 5				
Product 6				

## Advertising Advantages: Television vs. Print vs. Online

Imagine you are working on an advertising campaign for a new product. You've been assigned the task of preparing a report on the benefits of three types of advertising: on television, in print media, and online. Your ideas will help the team choose an advertising strategy.

List the advantages (from an advertiser's standpoint) of using each type of media. Whenever possible, try to connect these advantages to **pathos**, **logos**, and **ethos**.

### Advantages of advertising **on television**

*Example:* The use of sound demands the viewer's attention.

- 1.
- 2.
- 3.
- 4.

### Advantages of **print advertising**

*Example:* People can take their time reading the ad.

- 1.
- 2.
- 3.
- 4.

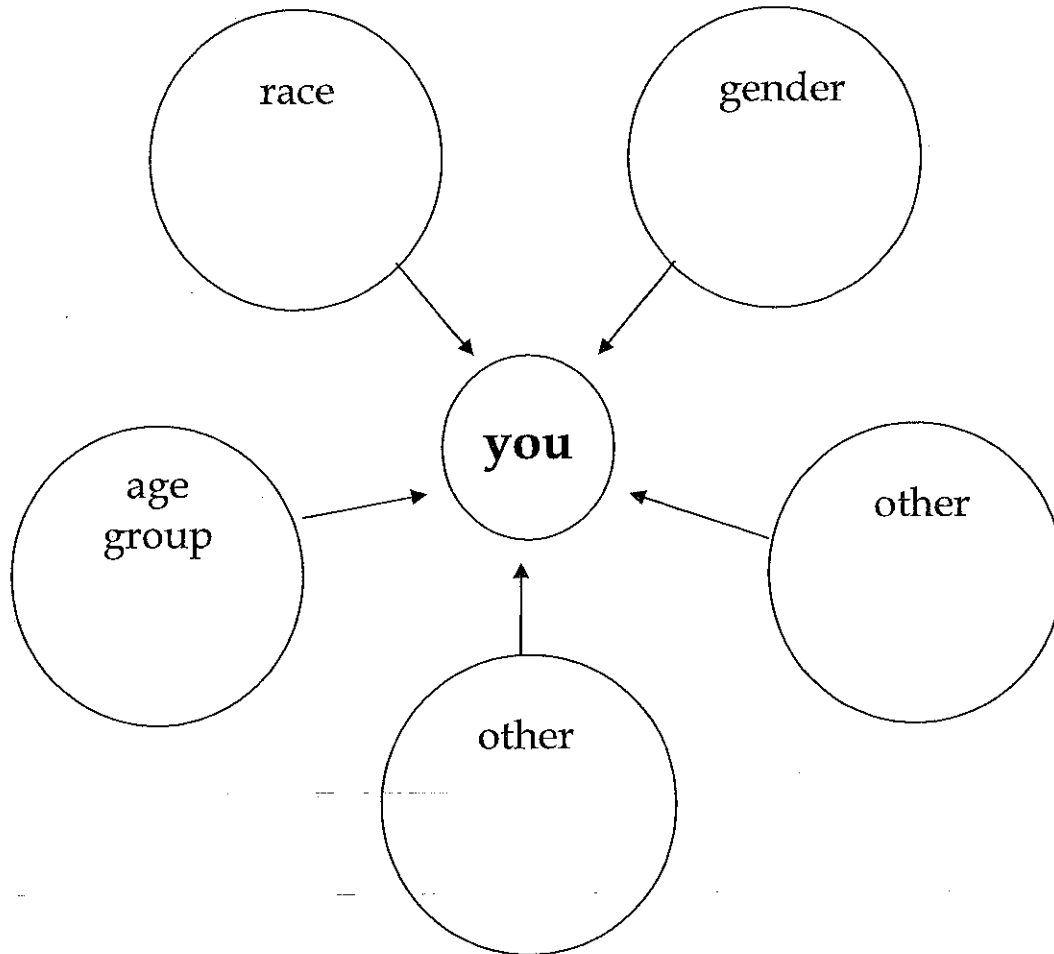
### Advantages of **internet-based advertising**

*Example:* Consumers can often purchase the product immediately.

- 1.
- 2.
- 3.
- 4.

## Demographics: Who are you?

The concepts of identity and **demographics** will be relevant to several of our assignments during this unit. How do you define yourself? Provide the appropriate description in each circle below. Examples of "other" categories include social group, economic status, religion, level of education, region of the country, and so forth.



With these demographics in mind, list of specific types of media that people expect to appeal to someone like the person you described above:

### TV programs

1:

2.

3.

### Music

1.

2.

3.

### Movies

1.

2.

3.

## Targeted Commercials

Advertising isn't a random process—commercials are often carefully chosen to match the "target audience" of a particular show. The characteristics of this "target audience" are referred to as demographics. Complete this handout as you watch clips from a television program chosen by your teacher.

### During the program

Age range of the target audience:

- ☐ 0 - 4
- ☐ 5 - 9
- ☐ 10 - 12
- ☐ 13 - 17
- ☐ 18 - 24
- ☐ 25 - 35
- ☐ 36 - 49
- ☐ 50+

Race of the target audience

- ☐ African-American
- ☐ Asian
- ☐ Caucasian
- ☐ Hispanic
- ☐ Other

Gender of the target audience

- ☐ Male
- ☐ Female

Other characteristics?

### After the program

In at least one paragraph, explain whether or not the commercials matched the target audience for the show. Give specific examples of products, considering for whom the products were intended.

## Commercial Dig

Choose a television show to watch. Keep a detailed list of eight different commercials you see during this show. These all should come from the same show: You must resist the urge to change the channel. Follow the example at the top of the chart.

Name of TV program: \_\_\_\_\_

Date and time of broadcast: \_\_\_\_\_

Product name	Purpose of product	To what extent does this product appeal to you? (1 = not at all; 5 = I want it!)
<i>Example: Domino's pizza</i>	To satisfy my hunger	3
1.		
2.		
3.		



## Commercial Dig

Product name	Purpose of product	To what extent does this product appeal to you? (one = not at all; five = I want it!)
4.		
5.		
6.		
7.		
8.		

## Commercial Dig Reflection Questions

After completing the Commercial Dig chart, take some time to reflect on what you observed and plan a response to your findings. Use these questions as a guide.

### Question # 1:

Does *who you are* have anything to do with *what you choose to watch on TV*? Explain your answer using specific examples.

### Question # 2:

Think about the **demographics** of the show you watched—the age group, race, and gender of the people who are most likely to watch the show. Often, the commercials during a show correspond to the demographics for the TV show itself.

Was this true for anything you observed on your Commercial Dig chart? Give specific examples.

### Question # 3:

What effect do you think advertising has on you? Do you think about commercials after you have seen them? Does advertising make you more interested in products, or do you already know what products you want?

### Question # 4:

Is advertising ever unfair? When can advertising actually be harmful to a group of people?

## Planning Your Advertisement

Purpose of the product: \_\_\_\_\_

Product name: \_\_\_\_\_

Demographic you are trying to reach (check all that apply) :

**Age** ☐ 0-12  
☐ 13-17  
☐ 18-24  
☐ 25-35  
☐ 36-50  
☐ 50 +

**Race** ☐ African-American  
☐ Asian  
☐ Caucasian  
☐ Hispanic  
☐ \_\_\_\_\_

**Gender** ☐ Male  
☐ Female  
**Other:**

Explain in detail how your advertisement will use **pathos (emotion)** to sell the product:

Explain in detail how your advertisement will use **logos (facts/stats)** to sell the product:

Explain in detail how your advertisement will use **ethos (credibility)** to sell the product:

## Planning Your Advertisement

### Other Advertising Strategies

Choose **three** of the following and explain how you will use these strategies to sell your product:

**Avante Garde:** the suggestion that using this product puts the user ahead of the times.

**Magic Ingredients:** the suggestion that some almost miraculous discovery makes the product exceptionally effective.

**Patriotism:** the suggestion that purchasing this product shows your love of your country.

**Transfer:** positive words, images, and ideas are used to suggest that the product being sold is also positive.

**Plain Folks:** the suggestion that the product is a practical product of good value for ordinary people.

**Snob Appeal:** the suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous lifestyle.

**Bribery:** offers you something "extra" with the product.

**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!

Strategy # 1: \_\_\_\_\_  
How you will use this strategy to sell your product:

Strategy # 2: \_\_\_\_\_  
How you will use this strategy to sell your product:

Strategy # 3: \_\_\_\_\_  
How you will use this strategy to sell your product: