

Persuasion Is All Around You!



“Can You Hear Me Now?”

What is persuasion?

A means of convincing people:

- to buy a certain product
- to believe something or act in a certain way
- to agree with a point of view

Common persuasive techniques used in advertising

- Slogan
- Repetition
- Bandwagon
- Testimonial
- Emotional Appeal
- Expert Opinion



Purpose?

Slogan: “Can you hear me now?”

A catchy phrase or statement
often used to sell a service or a
product



Repetition:

The name of a product is repeated many times



HEAD ON
Apply directly to
the forehead

Bandwagon

A statement suggesting that everyone is using a specific product, so you should too



Testimonial

A well-known person supports a product or service



Emotional Appeal

Sensory details create strong feelings about a situation or product

- ❖ silky, shiny hair
- ❖ easy, convenient
- ❖ strong, reliable



Expert opinion: facts, statistics

Experts approve this product, so
you should use it:

“Four out of five dentists
recommend sugarless gum for
their patients who chew gum”



Quick review

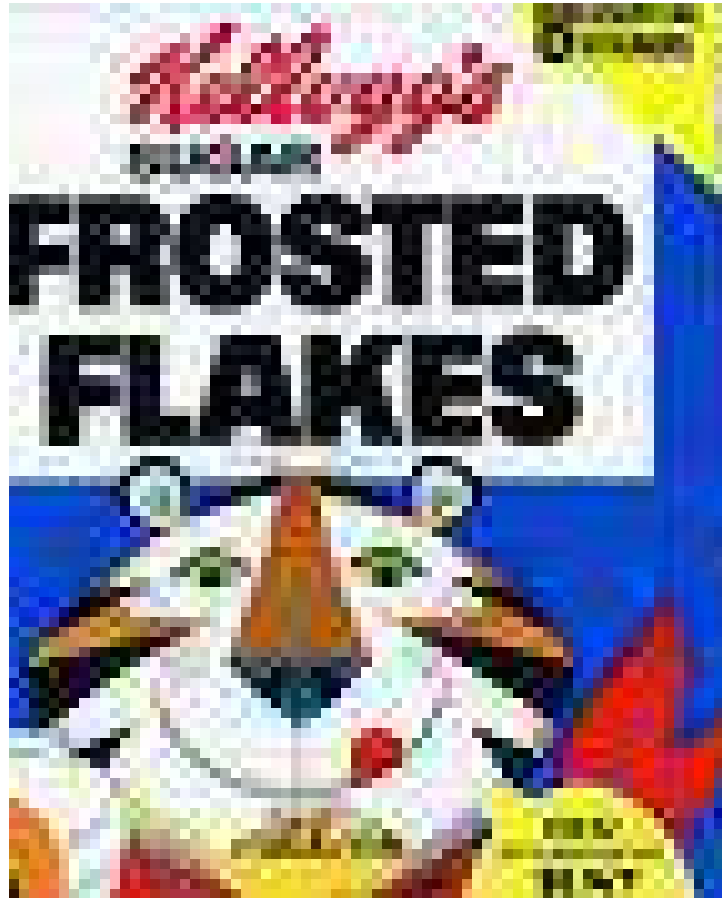
- Slogan
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Audience Awareness

Advertisers know how to

- target their audiences
- use appropriate persuasive technique

Who's the audience?



Special



Audience?

Are you a girl with a
Star-Spangled heart?

Purpose?

Audience?



JOIN THE WAC NOW!

THOUSANDS OF ARMY
JOBS NEED FILLING!

Women's Army Corps
United States Army

Persuasive
technique?

Purpose?

Audience?

Technique?

For Extra
Strength
Extra
Long
Nails





Audience?

If you drive on drugs, you're out of your mind. T&C M&M



If you drive on drugs, you're out of your mind. T&C M&M



If you drive on drugs, you're out of your mind. T&C M&M

Purpose?

“It was a year ago that I had a heart attack and died.”

Audience?

Bayer
Aspirin

It was a miracle that my heart started beating again.

My doctor says a regimen of aspirin, along with the right diet and exercise, could reduce my risk of another heart attack by up to 50%.

Of course I'm taking pure BAYER® Aspirin now. Because it isn't the only heart I have to think about.

Ask your doctor how BAYER Aspirin can help you. For a free booklet of information about heart attacks and stroke prevention, call 1-800-818-3883.



YOU GET OLDER.
YOU GET SMARTER.
YOU GET BAYER®

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Audience?

Persuasive
technique?

FreshLife Gum

Purpose?

Audience?



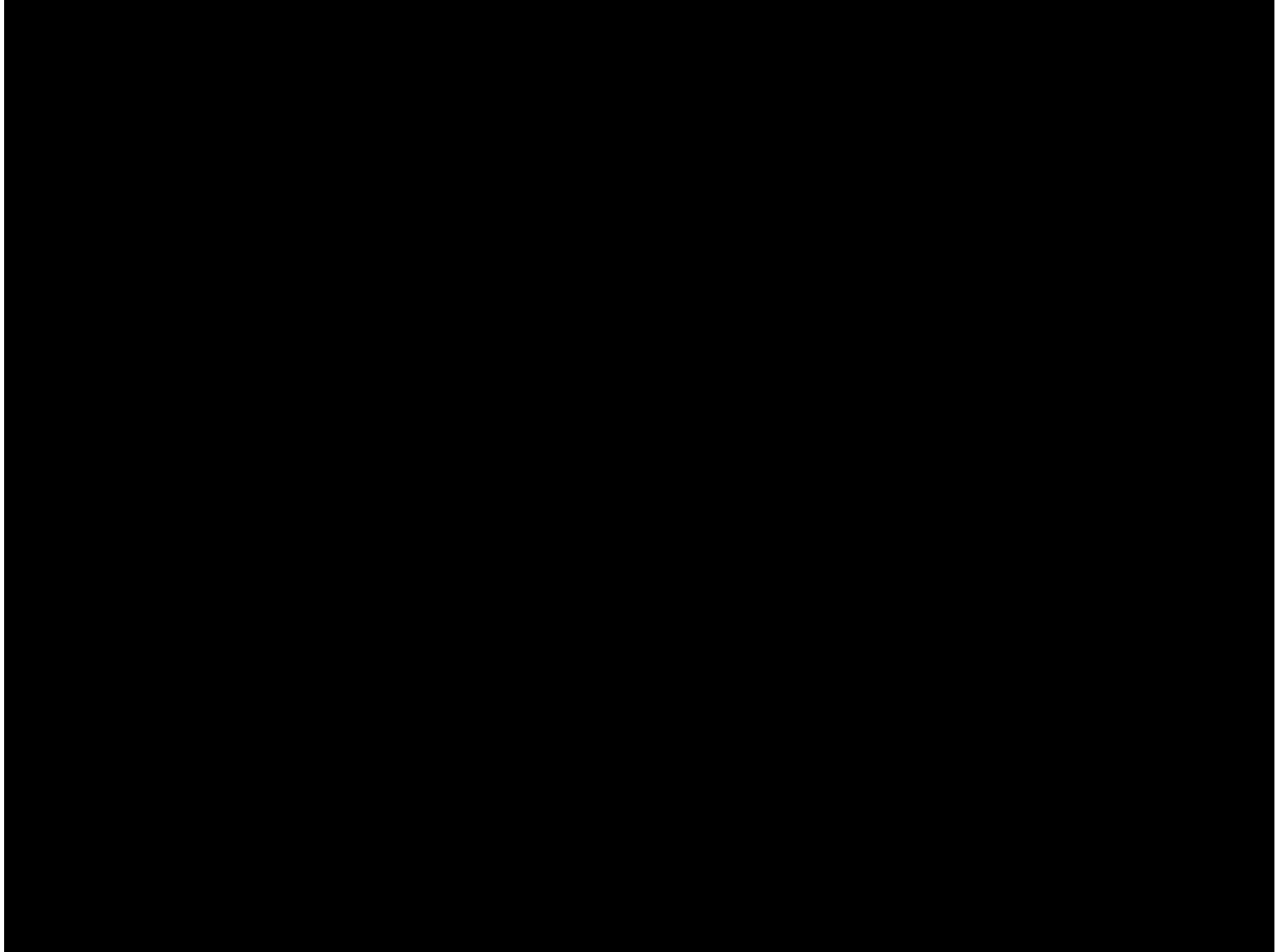
i'm lovin' it[®]

Persuasive
technique

Relevant facts

- Advertisers spend about \$200 billion a year on TV advertising
- The average cost for Super Bowl ads is \$2.6 million per 30 second spot
- The average American watches about 24,000 TV commercials a year

HONDA COMMERCIAL



How much did the commercial cost?

- It took 606 takes to work
- All the parts are from the new Honda Accord -- \$6 million to pay for the advertising campaign.

Making Connections

- What is your favorite jingle?
- What slogan for a product do you find yourself saying?
- What TV commercial has influenced you to make a purchase?
- Since someone famous shops at Kroger, does that mean we should too?

Reflection

“Persuasion is all around you”

In addition to TV commercials,
where else do you see
persuasion?

Is that persuasion influencing you
or your family in any way?

Explain.

Persuasive Techniques Used in Writing and Speaking



>> commercial-archive.com




Communication just got Sweeter

Personalize your M&M's at mms.com

Advertising techniques already mentioned:

- **Slogan**- catchy words and phrases
- **Testimonial**- using famous people's quotes
- **Expert Opinion**- facts and statistics from reputable people

- 
- **Repetition**- phrases, sentence structure
 - **Bandwagon**- appealing to common beliefs
 - **Emotional Appeal**- using narration and personal experience to hook the reader's/listener's emotions



Build a Strong Argument

Logic

- Science of correct reasoning
- **Ex:** *It makes sense to go to the bank first because it closes at 2 P.M. today.*
- *Buying this product will save money in the long run because it conserves energy.*

Evidence

- Facts and statistics that provide proof of claims.
- **Ex:** *Year-round school is better for students. EOCT and SAT scores show a 20% increase for students who attend these schools.*

Personal Opinion

- A personal belief about a subject based on experience
- *The Henry County Warhawks is the greatest team.*
- *This school has excellent practices.*

ERRORS TO AVOID

- Writers and Speakers often use weak persuasive skills such as the following slides show.

HASTY GENERALIZATION

- A conclusion based on insufficient evidence.
- *EX: Your teacher can't speak French, you can't speak French; therefore, no one in this class can speak French.*

CIRCULAR REASONING

- Saying the same thing in different words
- EX: I'm an A student, so you can't give me a C because I'm an A' student.

FALSE CAUSE AND EFFECT

- Mistakenly linking two unrelated events to form an opinion
- Ex: *It is dark now, which makes it very dangerous.*
- [It is not the dark that causes danger].

EITHER/OR

- Acting like there are only two choices
- *“A clever writer or speaker uses the either/or fallacy to make his idea look better when compared to an even worse one.”*
- *EX: Either you vote for me or you vote for disaster.*

NAME CALLING

- The writer/speaker attacks a person instead of the issue
- **EX:** If you vote for Bing, you vote for a baby killer!

Quick review

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Quick review

- Logic
- Evidence
- Personal Opinion

Quick review- Errors to Avoid

- **HASTY GENERALIZATION**
- **CIRCULAR REASONING**
- **FALSE CAUSE AND EFFECT**
- **EITHER/OR**
- **NAME CALLING**

<http://ksuweb.kennesaw.edu/~shagin/logfal-pbc-eitheror.htm>

http://www.nps.gov/archive/manz/ed_loaded_words_propaganda.htm

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