



PERSUASIVE TECHNIQUES IN ADVERTISING

1. Watch the video. What are ethos, logos and pathos?

2. Match the names of the techniques with their definitions.

ETHOS	a) an appeal to emotion, an attempt to evoke either positive or negative emotional response in the consumer
PATHOS	b) an appeal to logic or reason; gives you the evidence and statistics, "straight facts" about the product
LOGOS	c) an appeal to credibility or character; will try to convince you that the company is more reliable; involves endorsement from reliable experts

3. Which techniques are used in the following examples?

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

4. Find examples of these techniques in every day commercials and share the examples.

5. What other techniques are commonly used in advertising? What images are popular? Go online to find more. Bring examples to class.