

# Persuasive Techniques

**Directions:** This page lists persuasive advertising techniques and how they are used. Study the list and think of ads you have seen that use this technique.

Technique	Example
<b>Symbols</b> —these are words, places, images, songs, etc., that represent something else.	A white dove traditionally symbolizes peace.
<b>Hyperbole</b> —this is another word for exaggeration.	Our hot dogs are the tastiest in the world!
<b>Fear</b> —sometimes, media makes us afraid that if we don't pay attention, something bad could happen.	Buy this car alarm, or your convertible will be stolen!
<b>Humor</b> —making someone laugh is a particularly effective persuasive technique.	This commercial with dancing dogs is so funny that I want to buy the dog food being advertised!
<b>The Big Lie</b> —believe it or not, sometimes creators of media don't tell the truth.	Sugar-Crunch Cereal offers you a nutritional way to start your day.
<b>Testimonials</b> —using famous people to sell products and ideas.	These World Series winners chew a particular brand of gum, so I should, too!
<b>Repetition</b> —hearing or seeing something over and over makes a product stick in your head so you remember the brand or product.	You should shop at Joe's Clothes because Joe's Clothes gives you the best deals on quality items that you can only find at Joe's Clothes.
<b>Name Calling</b> —characters make fun of other characters in order to sell something.	That new kid is odd because he doesn't eat a certain type of candy bar.
<b>Flattery</b> —if you compliment someone, he or she will pay attention.	You're so cool and smart for eating that type of candy bar!
<b>Bribery</b> —this offers something we want.	Buy one, get one free.
<b>Bandwagon</b> —this technique implies that everyone else is involved, so why aren't you?	All the popular kids wear this brand of jeans. Shouldn't you?
<b>Warm and Fuzzy</b> —cute, sweet images sell products and ideas.	Those cute cats love that brand of fabric softener, and so will I.
<b>Beautiful People</b> —good-looking models make us believe we can look like them.	I'll look just like her if I wear this type of lip gloss.
<b>Plain Folks</b> —people just like us use the same product.	That guy with the chewing gum looks like me, so I should buy this chewing gum.
<b>Scientific Evidence</b> —statistics and charts persuade us that something is worthwhile.	Nine out of 10 teachers surveyed say that children should get at least eight hours of sleep a night if they are going to do well in school.