**Common Techniques of Persuasion / Advertising Strategies**

**Cool Kids:** Everybody wants to be these kids!

**Family fun:** This ad shows a product as something that instantly helps families have fun together.

**Excitement:** This product is the key to amazing fun and adventure.

**Star power:** A huge celebrity uses this product.

**Bigger is better:** This ad makes the product look bigger than it actually is.

**Repetition:** Manufacturers hope that if you see a product or hear its name a lot, you’ll want it.

**Feel good:** This ad tells a story that makes you feel good.

**Sounds good:** Manufacturers use music and other sound effects to grab your attention and make the product appealing.

**What’s missing?:** This ad doesn’t give you the full story about the product.

**Weasel words:** Words like the following are vague and undependable:

|  |  |  |  |
| --- | --- | --- | --- |
| *helps* | *virtually* | *acts or works* | *can be* |
| *up to* | *as much as* | *refreshes* | *comforts* |
| *tackles* | *fights* | *come on* | *the feel of* |
| *the look of* | *looks like* | *fortified* | *strengthened* |
| *best* | *ideal* | *better* | *perfect* |
| *extra special* | *real bargain* | *superior performance* | *good* |
| *great*  | *top quality* | *highest quality* | *variety of uses* |

**Cartoon characters:** They help you remember a product by putting a face to it (example: Tony the Tiger).

*Baker, Frank W.. Media literacy in the K-12 classroom. Eugene, Or.: International Society for Technology in Education, 2012. Print. Pages 76, 113.*