

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

Persuasive Techniques: The techniques used to convince the target audience

- ❖ **Bandwagon:** The suggestion that you should join the crowd or be on the winning side by using the product. The appeal is to the need for belonging. You don't want to be the only one left out. (Pathos)
- ❖ **Repetition:** the more something is "in your face" or repeated, the easier it is to be convinced as the company buys brain space by making you think about them or sing the jingle which proves to be continuous advertising. Your psyche finally begins to "buy in".
- ❖ **Testimonial:** well-known, famous or credible people support the product (Ethos)
- ❖ **False Transference:** Positive words (loaded words), images, and ideas are used to suggest that the product being sold will make you feel the emotion portrayed on the screen. It also may appeal to your guilt, fear etc. and advertise that this product will ease that unhappy sensation in some way. (pathos)
- ❖ **Humor:** grabs attention - gets people talking which leads to more word of mouth advertising and shock value.
- ❖ **Rhetorical Question:** questions grab people's attention as it feels as though the advertiser is speaking directly to you.
- ❖ **Avante Garde:** using this product will make you cool, trendy, and even ahead of your time. (pathos)
- ❖ **Weasel Words:** suggest a positive meaning without actually really making any guarantee (up to 50% off). Up to = the weasel words. (logos)
- ❖ **Patriotism:** the suggestion that in purchasing this product you will show your love and support to your country (pathos)
- ❖ **Bribery:** offers you something extra: ex. buy a burger and get the fries for free. (logos)

Target Audience: the particular group that is being advertised to or targeted by an advertising campaign. Consider gender, age, economic state etc.