

Name _____ Per. ____ Date _____

ADVERTISING/PROPAGANDA NOTES

KWL - Please fill in the 2 columns!

What do you know?

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What you will learn

*Identify propaganda strategies and how/why they are used

*Create effective ads in various forms

*Persuade audience

What do you want to know?

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Advertising Techniques

*Advertising Techniques are the approach used to attract the _____ of the _____ and/or to influence _____ toward a product, service, or cause.

*Most ads consist of _____ techniques.

*Understanding techniques makes you a _____.

Appeal to Emotions

*Manipulate how _____

*Offer _____

* _____ factor

Ad Examples: _____

How do these ads Appeal to Your Emotions? _____

Avant-garde

*Using the product will put _____

*New . . . never been _____

Ad Example: _____

How does this ad show Avant-Garde? _____

Brand Loyalty

*Relies on _____

*Recognizable _____

*Needs no _____

Ad Examples: _____

Glittering Generality

*Appealing _____ and _____

*Attracts _____ but means _____

Ad Examples: _____

How do these ads show Glittering Generality? _____

Health and Wellness

*Product that will make you _____

* “ _____ ”

*”Helps lose weight”

Ad Examples: _____

How do these ads show Health and Wellness? _____

Patriotism

*Promotes _____ and suggests _____ (a loyalty to your country)

*Colors, _____, slogans

* “Made in the _____”

Ad Examples: _____

How does this ad show Patriotism? _____

Jingles/Slogans

*A jingle is a catchy _____ that _____ in your head.

* A slogan is a _____.

Ad Examples: _____

Reward

*Get something _____

*"Buy one, get one"

Ad Example: _____

How does this ad show Reward? _____

Scientific

*

*

*

*Professional recommendation

Ad Example: _____

How does this ad show that it's Scientific? _____

Celebrity Endorsement/Testimonial

*Celebrities _____

* _____ are shared

Ad Example: _____

How does this ad use a Celebrity Endorsement? _____

Bandwagon

*Implies that it is _____

*Encourages joining the _____

*Everybody's doing/using it!

*

Ad Example: _____

How does this ad show Bandwagon? _____

Senses

*Appeals to senses _____

Ad Example: _____

How does this ad appeal to your Senses? _____

Wit & Humor

*Attracts attention by _____

Ad Examples: _____

How does this ad use Wit and Humor? _____

Theme

*Grabs the _____ attention and helps them _____ what the _____ is for.

Theme of Commercial: _____

What is the title of the poem that Peter reads? _____

Audience

*Who the _____ is directed towards

*Who _____ for the product

*Who is _____ the product

Product Commercial is For: _____

Audience of Commercial: _____

Why do we say YES?

*Reciprocity - We are more likely to _____ when we _____.

*Scarcity - People want _____ of what they can have _____ of.

*Authority - People follow the _____ of credible experts.

*Consistency - People like to be _____ with what they have already _____ or _____.

*Liking - People prefer to say _____ to people they _____.

*Consensus - People look to the _____ of others to determine their own.

OXI-CLEAN COMMERCIAL - Why would people say YES? Circle all you think!

*reciprocity

*consistency

*scarcity

*liking

*authority

*consensus

Commercials ~ Please fill in the following table!

What are advertisers trying to persuade you to buy?	Circle any or all techniques that are used.	Age group commercial is for	Gender commercial is for	Was the commercial convincing? Why/why not?
	emotions brand loyalty patriotism slogans/jingles scientific bandwagon senses wit & humor avant-garde celebrity reward health/wellness glittering generality			
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