

Name \_\_\_\_\_ Per. \_\_\_\_ Date \_\_\_\_\_

## ADVERTISING/PROPAGANDA NOTES

**KWL** - Please fill in the 2 columns!

What do you know?

\*

\*

\*

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?

\*

\*

\*

### 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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