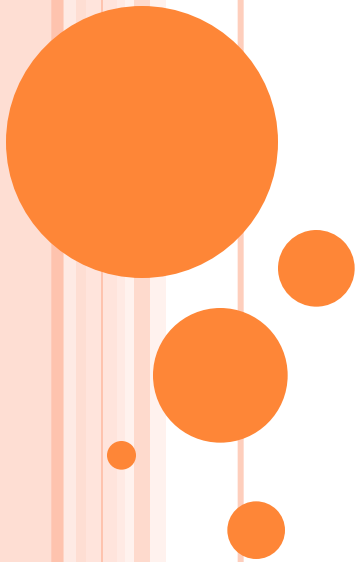


Persuasive Techniques: Ch. 14



WHAT IS PERSUASION?

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



COMMON PERSUASIVE TECHNIQUES

- Bandwagon
- “Plain Folks” appeal
- Repetition
- Testimonial
- Emotional appeal
- Humor
- Rhetorical question



Purpose?



AUDIENCE AWARENESS

- Advertisers know how to:
 - Target their audience
 - Use appropriate & effective persuasive techniques
- To be persuasive, you must be cognizant of your audience.
- Your audience should be scouted, or analyzed, before choosing your persuasive appeal(s).
 - Predict the mood, or temperament, of the audience.



AUDIENCE AWARENESS

- There are 4 types of audiences:
 - **Supportive** – the easiest audience to address, because the members are ready to welcome you and your ideas.
 - **Uncommitted** – neutral. Neither for nor against, simply needing information in order to make a decision.
 - Unbiased – free from preference one way or another.

**“IT IS IMPOSSIBLE TO PERSUADE A MAN WHO
DOES NOT DISAGREE, BUT SMILES.”**

MURIEL SPARK

© Lifehack Quotes

AUDIENCE AWARENESS

Indifferent – difficult because members are apathetic.

- Often a captive audience.

Opposed – a hostile audience, against your viewpoint

Audience Analysis:

- Marketing agencies analyze audience to “target” ads with



©marketoonist.com



BANDWAGON

A statement suggesting that everyone is using a specific product, so you should too



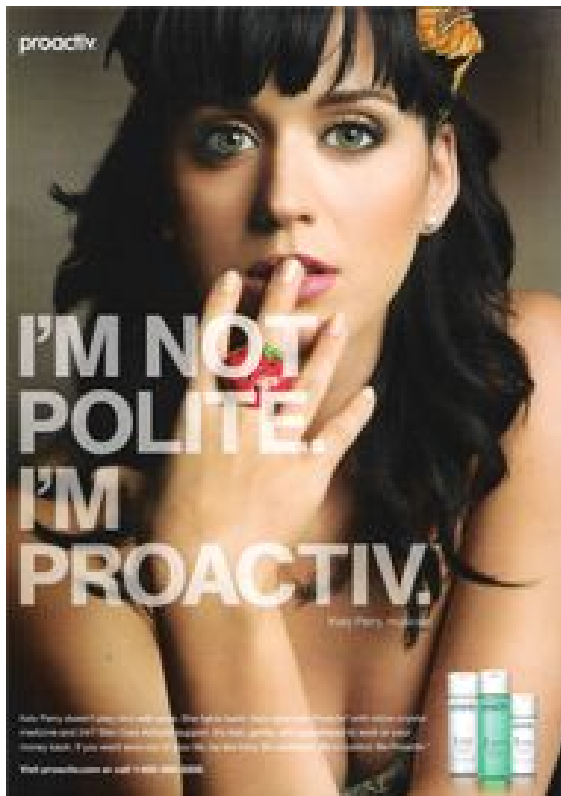
REPETITION

The name of a product, or an idea, is repeated multiple times throughout an advertisement or a speech.



TESTIMONIAL

A well-known person supports a product or service.



EMOTIONAL APPEAL (PATHOS)

A person is made to have strong feelings about a situation or product



HUMOR



Makes people laugh.



RHETORICAL QUESTION

Asks a question to produce an effect. No answer is expected.



got milk?[®]



APPEALING TO YOUR AUDIENCE

- Once you have analyzed your audience, it's time to decide how to appeal to it!
- If your job is to convince an audience, then you must present an appealing image and/or message.
- **The Art of Persuasion** (*Rhetoric* - Aristotle)
- The persuasive power of speakers depends on 3 things:
 - Ethos – their credibility.
 - Pathos – the emotions they invoke in the audience.
 - Logos – their reasoning.

AUDIENCE APPEAL - ETHOS

- “Personal appeal” – it’s like talent: you know it when you see it.
- If you have **personal appeal** (ethos), your audience will be more likely to ‘buy’ what you are ‘selling’ because they will sense your believability and credibility.
 - **Honesty** – includes a speaker’s integrity, sincerity, and reputation.
 - **Competency** – capability; share credentials.
 - Speak with composure



PATHOS

- Emotional appeal often has a stronger effect on audiences than logic or reason.
- Audiences are often not aware of exactly how much their emotions guide them – individuals prefer to believe they make decisions based on logic.



**MICHELIN.BECAUSE
SO MUCH IS RIDING
ON YOUR TIRES.**



AUDIENCE APPEAL - LOGOS

- Logical appeal – appeal to your audience using:
 - A clearly defined speech
 - Solid reasoning
 - Valid evidence
- Be organized – clearly state your argument and reasoning.
- Offer proof
 - Facts, statistics, verifiable anecdotes, etc.
 - Always credit your sources! This avoids plagiarism and increases credibility

Advertisement as a form of Argument

Ethos

A form or argument based on character or authority.

How to identify Ethos in Ads:

1. endorsed by a celebrity
2. by someone in a uniform
3. by professional looking people.



This ad is an example of Ethos because it has a famous person selling mascara. It's Julia Roberts.

Pathos

A form or argument based on emotions: Fear, desire, sympathy, anger...

How to identify Pathos in Ads:

1. Fear: "Get this or else.."
2. Desire: Half naked people.
3. Empathy: sad kids or cute dogs
4. Hunger: Awesome looking food that looks way better than it does in real life.



This ad is an example of Pathos because we feel sympathy for the sad looking dog. They are selling me dog food.

Logos

A form or argument based on logic, facts and figures.

How to identify Logos in Ads:

1. Facts
2. Percentages
3. Lots of words & information
4. Charts and figures



This ad is an example of Logos because it has different plans listed with different prices so it's telling me facts about the phone.

WHO'S THE AUDIENCE?

Audience
?

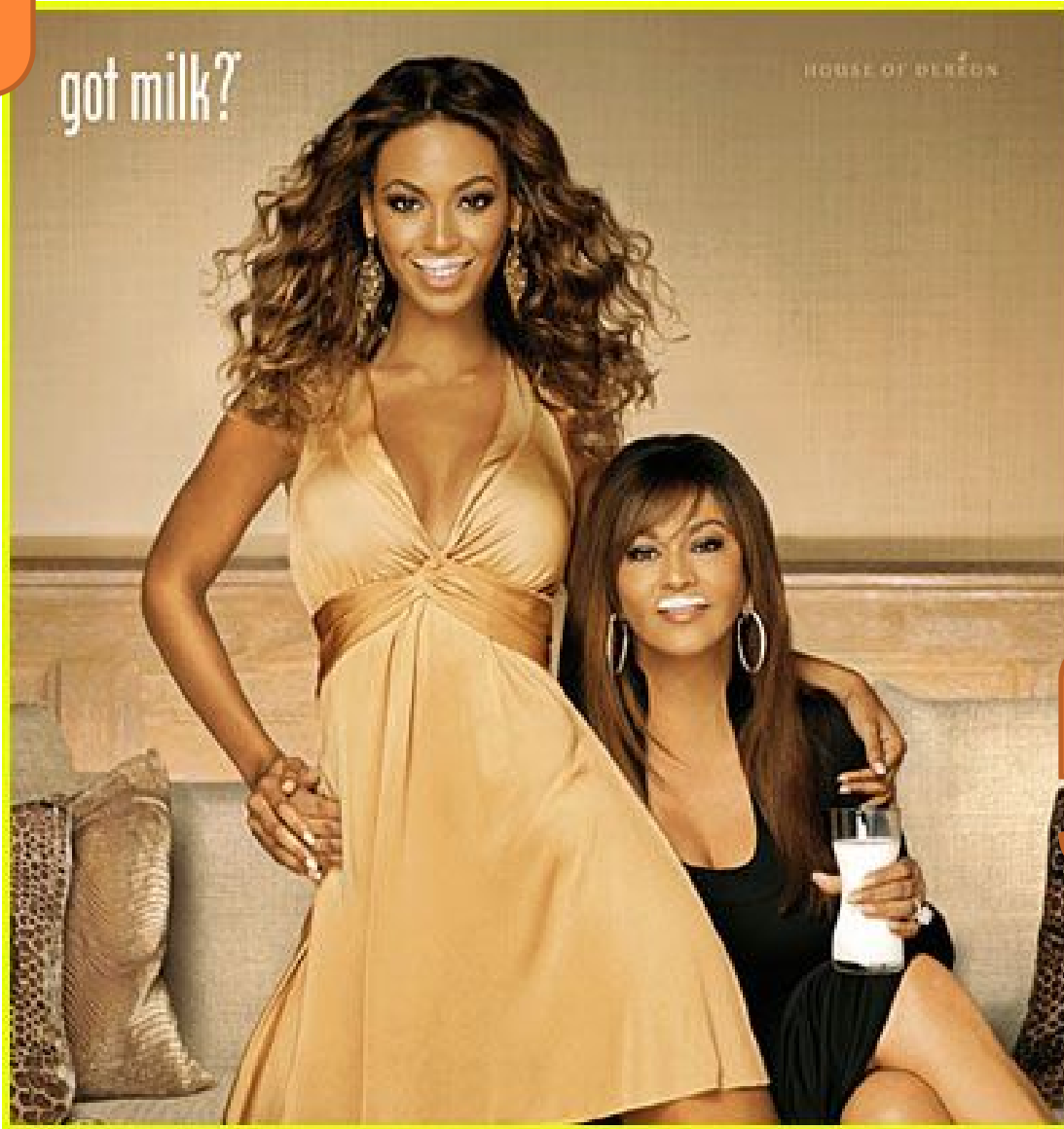
Purpose
?



Persuasive
technique?

Purpose
?

Audience?



Persuasive
technique
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Purpose
?



Picture more photos.

Picture more photos.

Picture more photos.

Canon
The new Canon XT-7.
Longer battery life.
Tet doloreet, sequi ne consequat lore
tionse tisl.

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Audience?

Persuasive
technique
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Purpose
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Audience?



Persuasive
technique
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Purpose
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Audience?



SEAPORTAIR.COM

"My commute has become
50% FASTER
and completely hassle free."

Lewis M. Horowitz
President and CEO, Lane Powell

NO TSA ON-SITE PARKING BOEING FIELD - PDX

SEA+PORT AIRLINES

Persuasive
technique
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Purpose
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Audience?



ARE YOU POURING ON THE **POUNDS?**

DON'T DRINK YOURSELF FAT.
Cut back on soda and other sugary beverages.
Go with water, seltzer or low-fat milk instead.

NYC
Department of Health & Mental Hygiene
1001 Broadway, 10th Floor
New York, NY 10018

Department of
Health & Mental
Hygiene
1001 Broadway, 10th Floor
New York, NY 10018

Persuasive
technique
?

Purpose
?

“It was a year ago
that I had
a heart attack
and died.”

It was a miracle that my heart
started beating again.

My doctor says a regimen of
aspirin, along with the right diet
and exercise, could reduce the
risk of another heart attack by
up to 50%.

Of course I'm taking pure
BAYER® Aspirin now. Because
it isn't the only heart I have
to think about.

Ask your doctor how BAYER
Aspirin can help you. For a free
brochure of information about
heart attack and stroke prevention,
call 1-800-332-2255.



YOU GET OLDER.
YOU GET SMARTER.
YOU GET **BAYER**.

The American Heart Association does not endorse any product, service, or company. © 2002 Bayer HealthCare



Persuasive
technique

Audience?

Purpose
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Audience?

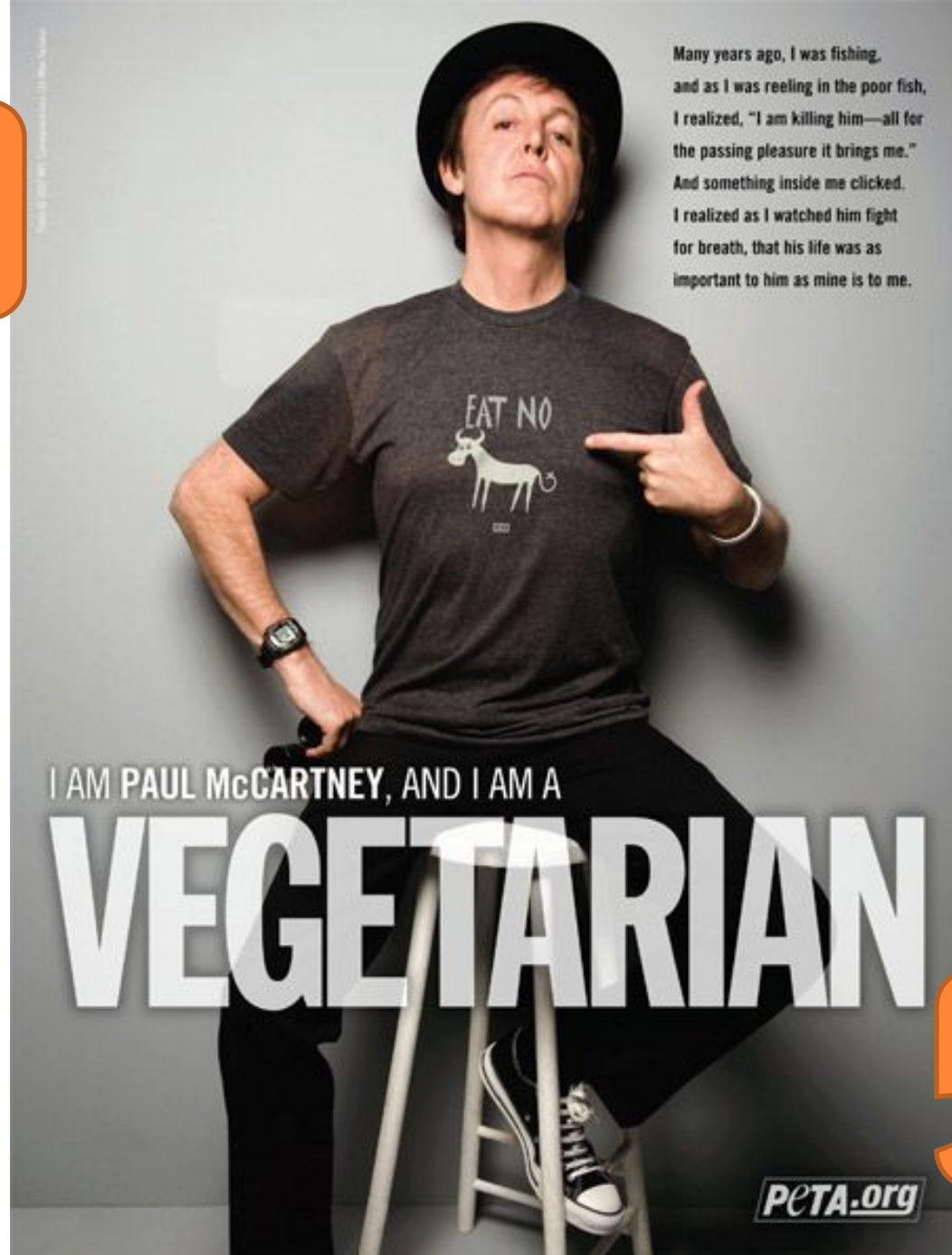


Persuasive
technique?



Purpose
?

Audience?



Many years ago, I was fishing,
and as I was reeling in the poor fish,
I realized, "I am killing him—all for
the passing pleasure it brings me."
And something inside me clicked.
I realized as I watched him fight
for breath, that his life was as
important to him as mine is to me.

EAT NO
MEAT

I AM PAUL McCARTNEY, AND I AM A
VEGETARIAN

PETA.org

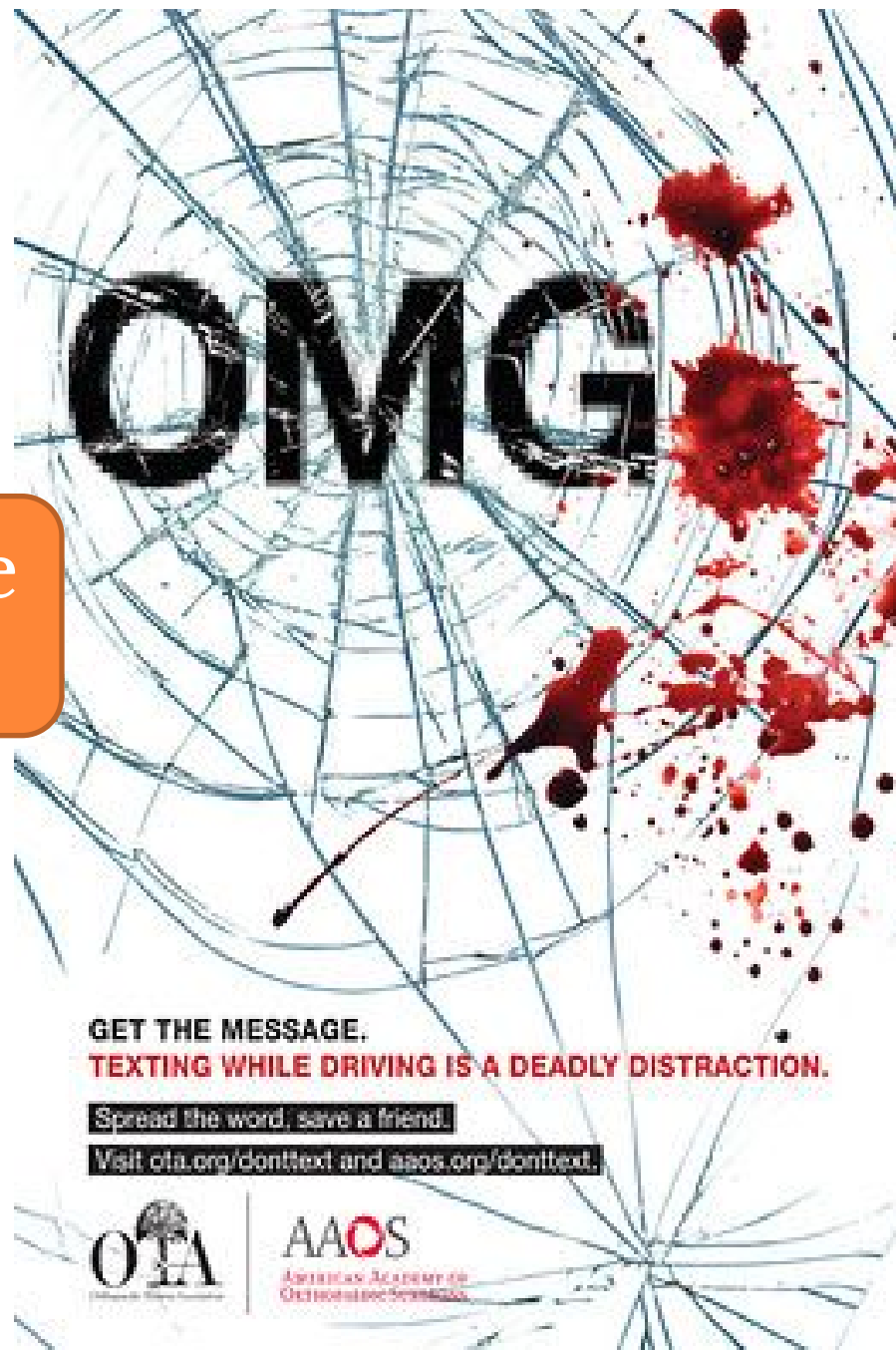
A black and white photograph of Paul McCartney sitting on a white stool. He is wearing a black hat, a dark t-shirt with a graphic that says "EAT NO MEAT" with a cow illustration, and dark pants. He is pointing his right index finger towards the text on his shirt. The background is a plain, light-colored wall.

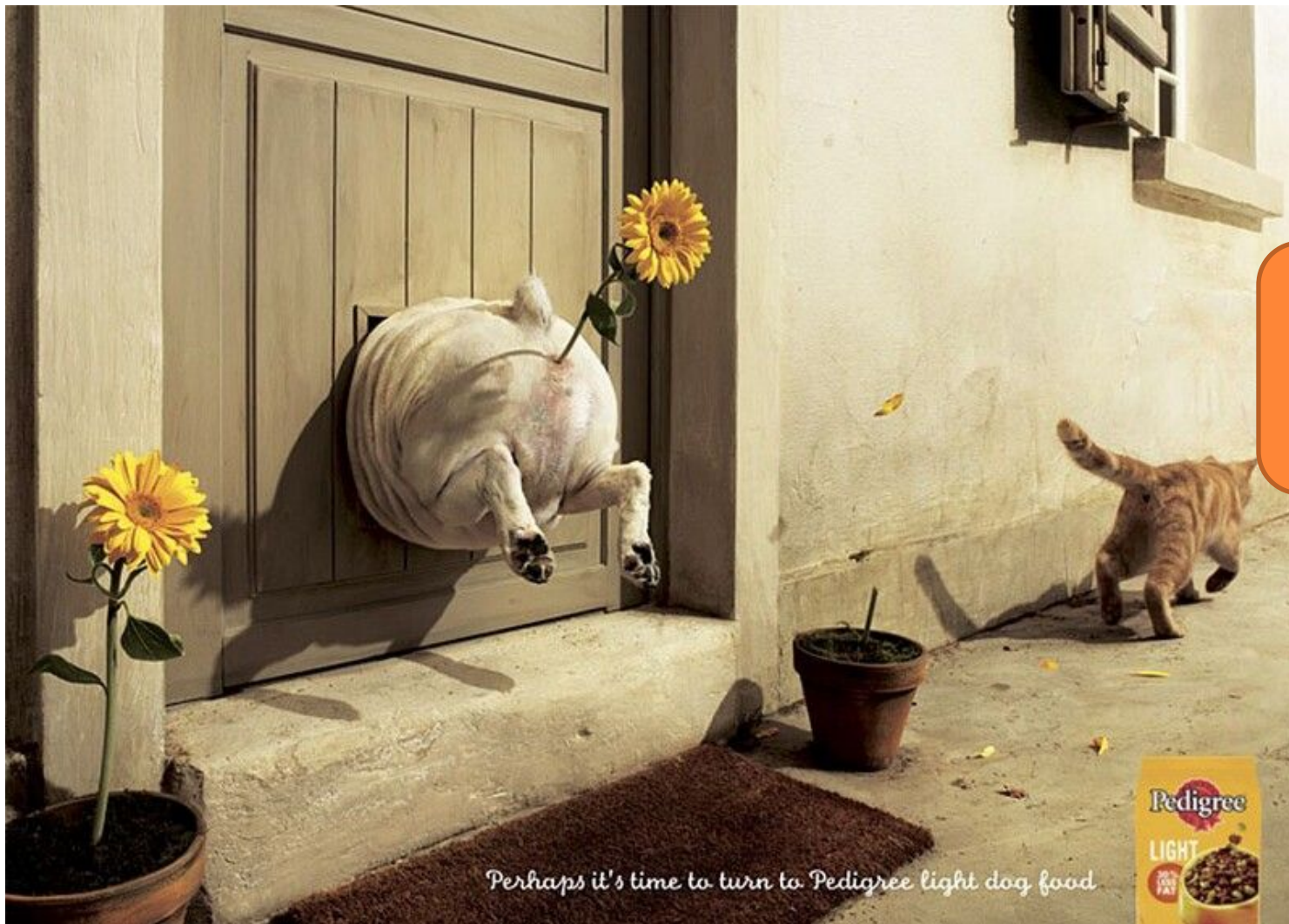
Persuasive
technique?

Purpose
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Audience?

Persuasive
technique
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Purpose
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Audience?
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Persuasive
technique?

FUN FACTS

- Advertisers spend over \$450 billion a year on advertising.
- The average cost for Super Bowl ads is \$3 million per 30 second spot.
- The average person sees about 5,000 advertisements a day.



MAKING CONNECTIONS

- Which ad stuck out to you?
- Which ad had the most emotional appeal?
- What ad has influenced you to make a purchase?



REFLECTION

“Persuasion is all around you”

In addition to TV commercials, where else do you see persuasion all around you? Is that persuasion influencing you or your family in any way?

