Persuasion Techniques - Propaganda

7th Grade Reading
Propaganda

- Messages designed to persuade the intended audience to think/believe a certain way
- Purpose-to persuade
Encountering Persuasion/Propaganda in Every Day Life

• Where do we see propaganda being used?
• People trying to convince others to believe in or try something
• Commercials, Billboards, Magazine Ads, Newspaper Ads, Etc.
This is the everyone-else-is-doing-it-so-should-you-too technique.

Advertisers try to play off people’s desire to fit in with those around them.

Persuading people to do something by making them think everyone else is doing it.
Bandwagon
(Write 1 example)

• Examples:

  • Abercrombie blue jeans are worn by most teenagers.

  • A credit card company claim millions of people use their card.
Bandwagon Advertisements
This technique uses a celebrity or important public figure to promote their product, or policy with “testimonies” or stories of how wonderful the product or person is.
Testimonial
(Write 1 example)

Examples:

• An actor speaking at a political rally
• Jessica Simpson and P. Diddy in the Pro Active commercials.
• “Got Milk?” ads
Testimonial in Advertisements

got milk?

Goal by Beckham. Body by milk.

The protein in milk helps build muscle and some studies suggest teens who choose it tend to be leaner.
Transfer

Good feelings, looks, or ideas transferred to the intended audience. For example, a company uses a pretty model to sell their product.
Transfer

(Write 1 example)

Examples:

- A magazine ad picturing a good-looking person drinking a Sprite
- A commercial with a muscular man/woman standing next to a workout machine. (Bow Flex commercials)
- A happy family on vacation at a Marriott Hotel.
Emotional Appeal

• Words that make the audience feel strongly about something or someone.

• Basically, advertisers use your emotions to sell their products.
Emotional Appeal (or Emotional Words)

- Including the following words in an advertisement –
  
  *Positive:* love, family, beautiful, delicious, luxury, economical

  *Negative:* pitiful, cold, hungry, lost

- This technique also works for ads such as “Feed the Children”
Emotional Appeal in Advertisements

Homeless but not hopeless.
Help a Hamilton County shelter animal like Grace find a forever home today.
Humane Society for Hamilton County
hamiltonhumane.com
Snob Appeal

- This technique involves making a claim that one should act or think a certain way because of the high social status associated with the action, thought, or product.
Snob Appeal
(Write 1 example)

• Examples:
  • “John North’s Shoppe is only for the distinguished gentleman who seeks to be the top executive”
  • a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery
Plain Folks

- An attempt to convince the audience that the product or idea can be identified with the common people from everyday walks of life.
Plain Folks
(Write 1 example)

Examples:

- A cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product.

- “You should eat at Baby Jim’s because we have down home cookin’.”
Repetition

- Repeating a word or phrase to emphasize the product - the repeated word does NOT have to be the name of the product itself (and usually is NOT the name of the product).
Repetition
(Write 1 example)

• **Examples:**
  - Head-On commercial (headache pain reliever)
  - “Ranch, Ranch, Ranch....” (commercial for Arby’s)
  - *Target* ads (Showing the Target bull’s eye over and over)