**PERSUASION IN ADVERTISEMENT**

Ads try to persuade an audience to buy a product or service, accept an idea, or to support a cause or candidate.

**Most ads have the following:**

\*\* Attention-getting opener, such as a startling headline, catchy slogan, or surprising statistic.

\*\* a memorable ending or tag line

\*\* persuasive and/or informative text

\*\* striking visual or aural (auditory/audial)

images

**Types of Advertisements**

\*\* Print ads

\*\* Posters, flyers, signs, and mailers

\*\* Billboards, reader boards

\*\* Television and radio commercials

\*\* Product placement (actual product in

show, movie)

\*\* Online ads

\*\* Product packaging

\*\* Ads on vehicles (whole car, truck trailers, race cars)

Ads make the most of **visual design**: color, contrast, white space, font size and style, camera focus

**Auditory:** alliteration, rhythm, rhyme, repetition (musical qualities) are reasons jingles/slogans so memorable

The consumer should think critically and evaluate the argument and evidence presented in the ad.

**TYPES OF CONTENT**

**Facts** (objective information that can be

proved true)

**Opinions** (personal viewpoints, which may

or may not be supported or valid)

**Claims** (idea or argument that may or may

not be true)

**Premise** (basic concept on which an

argument is built)

**Evidence** (facts, data, expert testimony,

anecdotes, examples and other information used to support a claim)

**Conclusions** (the ultimate point)

**4 STRATEGIES to critically**

**assess the content of persuasion:**

**STRATEGY 1) EVALUATE the arguments and evidence**

**QUALITY AND RELEVANCE**

Are facts accurate? Do they come from reliable, unbiased sources? (BIAS is the tendency to think in a certain way without considering other viewpoints.) Are opinions supported by facts? Are numerical data accurately interpreted? Are there unstated assumptions?

Does the ad use LOADED language or

imagery? In other words, are the

words and images emotional and used

to stir up feelings to persuade the

consumer to think a certain way?

**SUFFICIENCY**

Is evidence strong, varied to support conclusion? Does evidence combine to build an effective case and support conclusions?

**STRATEGY 2) ASSESS REASONING**

**A)** **Deductive reasoning** applies proven

principles to draw a conclusion about a

specific instance. (APPLY the rule)

***Example:*** *KISD dress code requires*

*students to wear a uniform. Sandra is*

*a KISD student; therefore, she wears a*

*uniform to school.*

An accurate deductive argument leads to a conclusion that MUST BE TRUE.

**B.**  **Inductive reasoning** applies a specific

observation to draw a general conclusion.

(INFER the rule)

***Example: Strong induction:*** *All*

*students observed at HHHS wear IDs.*

*Therefore, the ID is a part of the dress*

*code.*

***Weak induction:*** *Many accidents*

*involve teenage drivers; therefore, all*

*teens are careless drivers.*

A strong inductive argument leads to a conclusion that is PROBABLY true. Words that signal an inductive argument: probably, possibly, likely; and qualifiers, such as some, most, many, often.

**STRATEGY 3) IDENTIFY FALSE PREMISES AND ANALYZE FALLACIES**

Some persuasive strategies may appeal to emotions while obscuring false premises or faulty logic. A **false premise** is an invalid basis for an argument because if the premise is false, any conclusions based on it are likely to be misleading or untrue.

A **logical fallacy** is an argument that seems accurate or logical but is not.

**TYPES OF LOGICAL FALLACIES**

**1. False dilemma:** assumption that only 2 options are viable when more than 2 exist (the EITHER / OR idea).

**2. Bandwagon or appeal to common opinion:** suggestion that because an idea is popular, it is right or correct (the idea that EVERYBODY’S DOING IT).

**3. RIDICULE:** the use of mockery to make an opposing idea seem foolish

**4. PERSONAL ATTACKS:** attack on the person, rather than ideas

**5. STAR APPEAL:** the idea that a celebrity is an expert just because he/she is famous.

**STRATEGY 4) CONSIDER what is NOT STATED directly.**

An advertiser (writer, etc.) may

\*\* make assumptions that they suppose

an audience shares. (ASS U ME)

\*\* suggest evidence and conclusions

without stating them directly

\*\* refer to subjects or data without

explaining them

\*\* leave ambiguous ideas open to

interpretation

\*\* omit an obvious or necessary point that

does not support his position

**KINDS of PERSUASIVE APPEALS**

**LOGOS** = appeal to logic, reasoning

(statistics, science)

**ETHOS** = appeal to ethics (morals, is it right?)

**PATHOS** = appeal to feelings (emotions)

**EXAMINE AN AD**

1) What is the product/service/idea the advertiser is selling?

2) What types of content (from notes) are used?

3) What does the ad claim about the product/service/idea?

4) What evidence does the advertiser use to try to persuade the viewer? Assess that evidence, using the questions from Strategy 1 from notes.

5) What kind of reasoning is used (from Strategy 2 notes)? Explain.

6) Are any logical fallacies used (from Strategy 3 notes)? Which ones? How do they weaken the persuasion?

7) What information, if any, is NOT stated directly (Strategy 4 notes)? Does this help or hinder the persuasion?

8) Who is the targeted/intended audience?

9) How does the ad draw the audience into it and toward the product/service/idea?

10) How does the ad use elements of visual design, such as color, white space, font style and size?

11) Which appeals (logos, ethos, pathos) does the ad use? Explain their effectiveness.