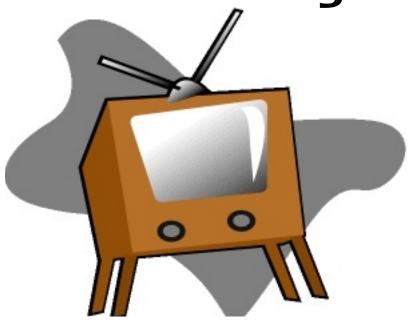
Media Literacy: Persuasive Techniques in Advertising



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Topic: Media Literacy: Persuasive Techniques in Advertising

Understand and Identify Persuasive Techniques in Advertising

Overview: Through a class discussion and the use of visuals, students will identify and understand the three persuasive techniques (pathos, ethos and logos) used in advertising.

Objective:

Students will:

- -participate in a class discussion to understand the meaning of the three techniques
- observe different advertisements and identify the techniques related to it
- apply persuasive techniques to different situations

Materials:

Persuasive Techniques handout (one per student) Access to view a video as a class Situational Handouts (one per group) see below

Activities:

1. Have a general discussion with students about advertisements. The discussion should lead to a conversation about how advertisements are directed to specific audiences. This is called a target audience. Sample questions could be:

Where do we see advertising? What are some of the "catch phrases" that you can easily remember? Why do you think? What could possibly be the reason that advertisements do that? Do you think that by doing so, advertisements try to have an effect on what you like and don't like, or what you want to buy or not buy?

- 2. Explain to students that advertisements are built in such a way to make them memorable and alluring to the consumer. Make a connection with persuasive writing; how one writes to a specific audience to convince them to act on a topic. This is exactly the same in advertising, where persuasive techniques are used.
- 3. Distribute the Persuasive Techniques handout. Utilizing the definitions have a discussion about the techniques and come up with an example of an advertisement for each one.

- 4. Once you have reviewed the handout, provide examples to students so they can apply their knowledge of pathos, ethos and logos. You can use the following as some examples:
 - Tiger Woods appears in Nike commercials
 - Tylenol 8 Hour Muscle Aches and Pain
 - Coke Zero is 100% sugar free
 - A commercial shows a happy baby eating Cheerios
 - A sunburnt man using an inferior sunscreen
 - A newspaper ad shows a happy couple while the woman is wearing diamonds
 - Children's Tylenol is recommended by pediatricians

Ensure students understand that most of the times advertisements utilize more than one technique to create allure for the audience.

5. To consolidate this understanding watch the following video http://www.youtube.com/watch?v=BpTb2RjbMn4.

This video is just over 5 minutes long but has an excellent explanation of pathos, ethos and logos (persuasive techniques) and associated commercials for each.

- 6. Arrange students in groups and distribute situational handouts. For each handout, groups must utilize ethos, pathos and logos separately to persuade the audience to do what is required.
- 7. Students regroup and discuss their write-ups. Ensure they understand that they can use a combination of techniques to convince the target audience.

Assessment

Students are to find 3 different advertisements and identify the persuasive technique utilized to convince the consumer. Student submissions are to be graded for understanding of the three different types of techniques.

Persuasive Techniques

Advertisers use persuasive techniques to convince the target audience to buy their product. These techniques can be broken down into three categories. They are *pathos*, *logos*, and *ethos*.

Pathos: uses emotion to appeal to a consumer

An advertisement using this technique will try to get the consumer to connect emotionally to a product. The emotions can be of happiness, sadness, fear, and guilt.

Example:

Logos: uses logic or reason to appeal to a consumer

In this type of technique, the advertisement will give you the evidence and statistics to attract your attention towards the product.

Example:

Ethos: uses credibility or character to appeal to a consumer.

Advertisers use ethos to try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product.

Example:

You are the older sibling left with the responsibility to care for your younger sister who is at a house party. She is to come home by 9:30 p.m and absolutely no later. You get a call from your sister saying that she wants to stay later as she is having a fabulous time. Now if she stays later, you will be in big trouble. Use the different persuasive techniques to convince your sister she must come home right away! The more you have the better!

PATHOS ETHOS LOGOS

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You are playing outside with your little brother. He takes off down the busy street on your scooter. Use the three persuasive techniques to convince him to come back. LOGOS **PATHOS ETHOS**

You really want to eat pizza tonight. Convince your mom to order pizza in using the three different persuasive techniques.		
PATHOS	ETHOS	LOGOS

Credits

Graphics: www.graphicsfactory.com

Font Cherry Cream Soda:

http://www.fontspace.com/font-diner/cherry-cream-soda



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