

PERSUASIVE TECHNIQUES IN ADVERTISING

RHETORICAL STRATEGIES

- **ETHOS:** ETHOS IS APPEAL BASED ON THE CHARACTER OF THE SPEAKER. AN ETHOS-DRIVEN DOCUMENT RELIES ON EXPERTISE, AUTHORITY, AND THE REPUTATION OF THE AUTHOR.
- **PATHOS:** PATHOS IS APPEAL BASED ON EMOTION. ADVERTISEMENTS TEND TO BE PATHOS-DRIVEN.
- **LOGOS:** LOGOS IS APPEAL BASED ON LOGIC, FACTS, OR REASON. DOCUMENTS DISTRIBUTED BY COMPANIES OR CORPORATIONS ARE LOGOS-DRIVEN. SCHOLARLY DOCUMENTS ARE ALSO OFTEN LOGOS-DRIVEN.

PATHOS

PATHOS: PATHOS IS APPEAL BASED ON EMOTION.
ADVERTISEMENTS TEND TO BE PATHOS-DRIVEN.

1. WORD CHOICE

SOME WORDS HAVE AN EFFECT ON THE SENSES AND THEREFORE EMOTIONS OF CONSUMERS.



2. REPETITION

WORDS, IMAGES, MESSAGES, OR THEMES ARE REPEATED WITHIN A SINGLE AD OR A SERIES OF ADVERTISEMENTS.



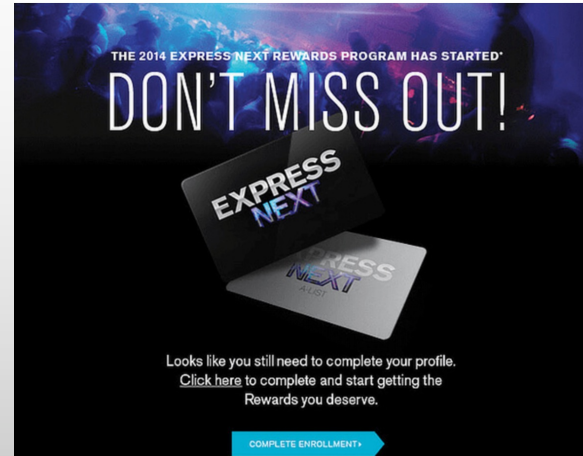
3. GLITTERING GENERALITIES

USING APPEALING WORDS TO PROMOTE YOUR PRODUCT. HOLDS NO EVIDENCE OF BEING A BETTER PRODUCT OR FULFILLING A REAL NEED.



4. AD POPULUM/ BANDWAGON

YOU ARE URGED TO DO OR BELIEVE SOMETHING BECAUSE EVERYONE ELSE DOES. MAKES PEOPLE FEEL LIKE THEY CAN NOT MISS OUT.



5. TRADITIONAL WISDOM

"THIS IS RIGHT BECAUSE WE'VE ALWAYS DONE IT THIS WAY." IMPLYING THE LONGER THE COMPANY OR PRODUCT HAVE BEEN AROUND, THE BETTER IT IS.



6. TRANSFER

TRANSFER ADVERTISEMENT INVOKES AN EMOTIONAL TIE TO SOMETHING WITHOUT USING A WORD.



HYPERBOLE IS AN
OBVIOUS OR
INTENTIONAL
EXAGGERATION FOR
EFFECT.



7. HYPERBOLE

8. IRONY

IRONY: IS THE EXPRESSION OF ONE'S MEANING BY USING LANGUAGE THAT SIGNIFIES THE OPPOSITE



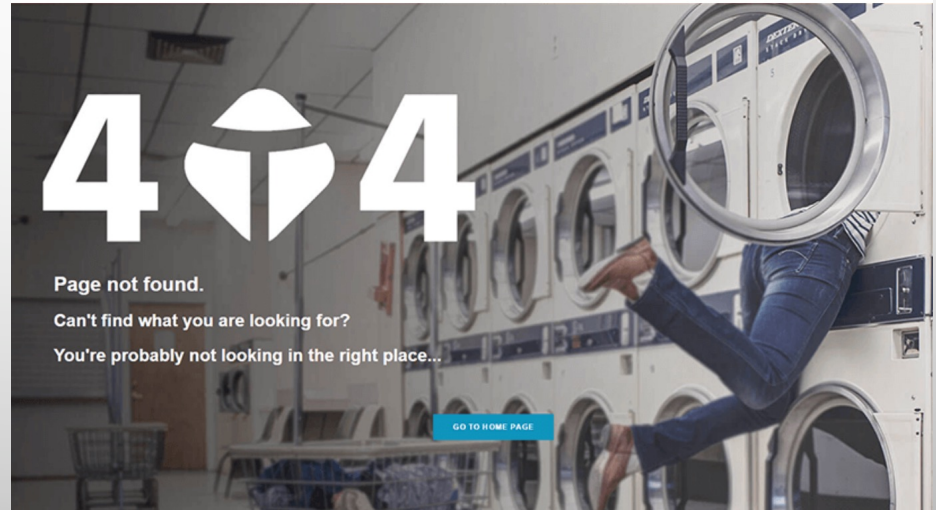
9. Fear/slippery slope

SCARING YOUR AUDIENCE INTO ADOPTING YOUR IDEA OR PRODUCT OR CREATING A DRAMATIC CHAIN REACTION TO PROVOKE FEAR.



10. Humor

USING HUMOROUS IMAGES, WORDS, OR SCENARIOS TO MAKE AN AUDIENCE LAUGH.



12. ETHICAL APPEAL

AN ETHICAL APPEAL IS A METHOD OF PERSUASION BASED ON A SENSE OF RIGHT OR WRONG, MORALITY.



ETHOS

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13. PLAIN FOLKS

THIS ETHOS BASED ARGUMENT OCCURS WHILE SOMEONE IN A POSITION OF POWER SEEKS TO BE PORTRAYED AS AN “AVERAGE JOE.”



We live it.

With specialty insurance expertise like this, it's hard to tell our people from our policyholders

In hundreds of niche industries, Great American's expertise is built on the knowledge and experience of people who know our business as well as our own. People like George who grew up farming and still plants and harvests with his family. His passion has been cultivated through every growing season—on the farm and on the job.

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Inland & Ocean Marine • Non-Profits • Professional Liability • Transportation • Workers' Compensation

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“I’m just another hockey mom!”
-Sarah Palin

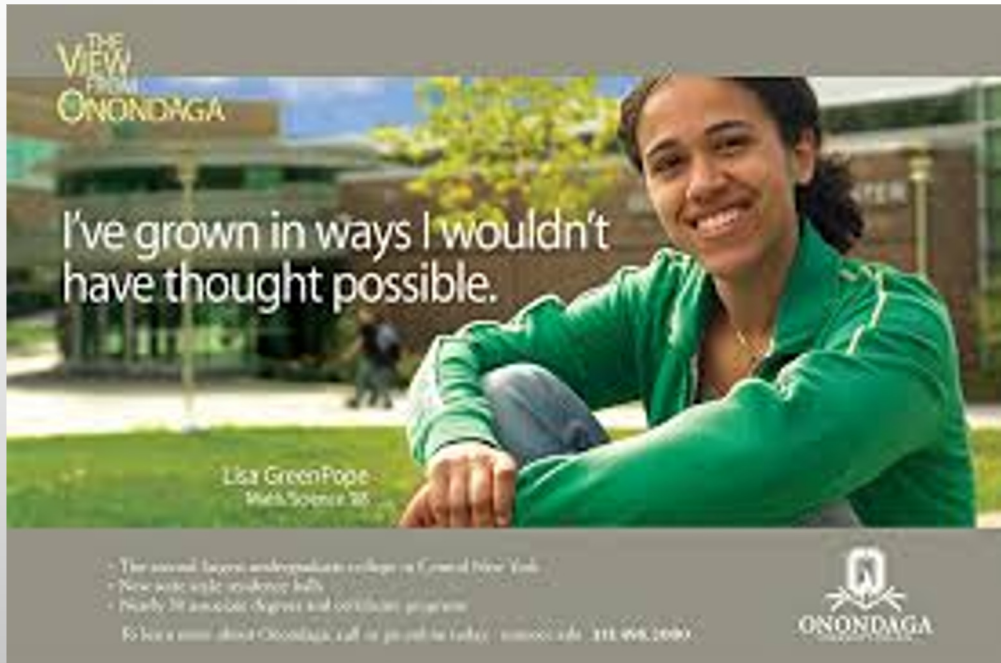
14. Snob Appeal

REFERS TO THE QUALITIES OR ATTRIBUTES OF A PRODUCT THAT MIGHT APPEAL TO THE RICH AND FAMOUS.



15. TESTIMONIAL

A TESTIMONIAL DRAWS ON YOUR TRUST BY ENDORSING A PRODUCT USING EITHER CELEBRITIES OR PEOPLE WHO ARE LESS KNOWN.




THE VIEW FROM ONONDAGA

I've grown in ways I wouldn't have thought possible.

Lisa Green Pope
Math Science '16

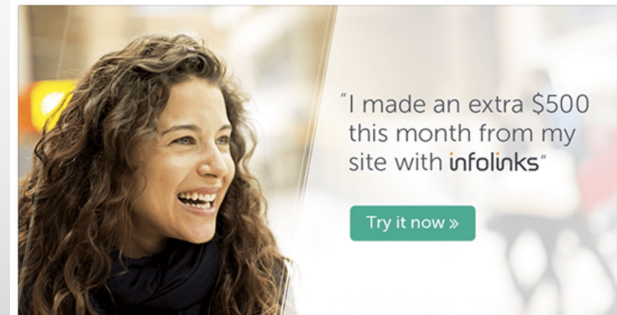
- The annual honors undergraduate college in Central New York
- New state-wide academic funds
- Nearly 30 associate degrees and certificate programs

To learn more about Onondaga, call or go visit us today. onondaga.edu 315.968.2600



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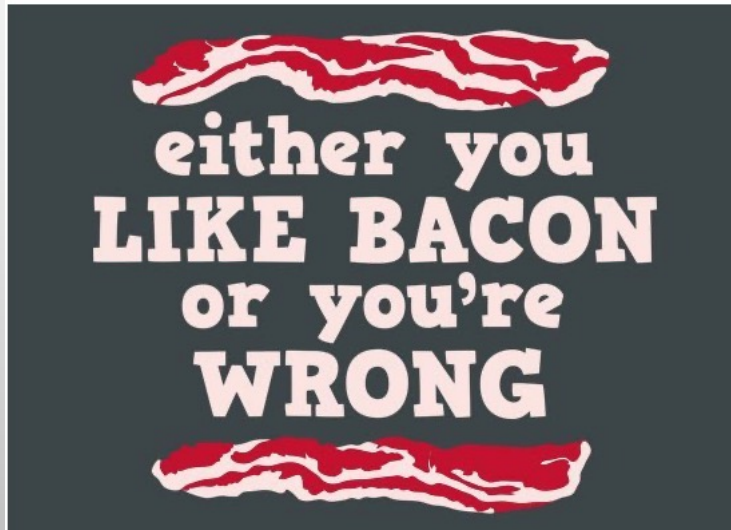
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16. FALSE DILEMMA/FALSE CHOICE

THIS IS USED IN AN ATTEMPT TO FORCE A CHOICE.



17. AUTHORITY / FALSE AUTHORITY

THIS OCCURS WHEN SOMEONE WHO DOESN'T KNOW ANYTHING ABOUT A PRODUCT ACTS AS THOUGH THEY ARE AN AUTHORITY ON IT.



STAY EXTRAORDINARY *Diet*
Coke

Entertain in style with
TAYLOR SWIFT

Enter and you could win a **\$2,500** gift card and cool Diet Coke and Taylor Swift prizes to throw your own extraordinary party.

The advertisement features Taylor Swift in a red dress pouring Diet Coke into glasses. The text promotes a contest where users can win a \$2,500 gift card and prizes by participating.



proactiv. PROACTIV® PLUS FOR TEENS REAL STORIES JUSTIN BIEBER SWEEPSTAKES PENCILS OF PROMISE

JUSTIN BIEBER IS PROACTIV®

▶ CHECK OUT JUSTIN'S VIDEO

PROACTIV® PLUS FOR TEENS - NEW

Introducing our first Proactiv kit just for teens! You get our amazing 3-step system, plus new ways to treat stubborn breakouts on your face and body. Be Proactiv.

LEARN MORE >

GET IT NOW >

Exclusive! **FREE JUSTIN BIEBER POSTER** inside

proactiv.com

The advertisement features a purple and white color scheme with a photo of Justin Bieber. It promotes a Proactiv kit for teens and a sweepstakes where users can win a free Justin Bieber poster.

18. QUICK FIX

INSTEAD OF FACTS, CATCHY PHRASES OR SLOGANS ARE USED/



19. RED HERRING

PRESENT AN IRRELEVANT DIVERSION FROM THE ORIGINAL ISSUE. (OFTEN SEEN A POLITICAL DEBATES OR INTERVIEWS)



RHETORICAL STRATEGIES

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20. RHETORICAL QUESTION

QUESTION THAT REQUIRES NO ANSWER, THE LOGICAL ANSWER IS IMPLIED.



21. ANALOGY

COMPARING TWO PRODUCTS SIDE BY SIDE TO MAKE ONE LOOK SUPERIOR TO THE OTHER.



22. SCIENTIFIC

SUPPORTED BY RESEARCH, STATISTICS, FACTS, QUOTES AND EXAMPLES; ALSO COULD BE INDUCTIVE AND DEDUCTIVE REASONING.

TIPS FROM FORMER SMOKERS CAMPAIGN RESULTS

 **1.6 MILLION!**
An estimated 1.6 million smokers **tried** to quit due to the Tips campaign.

 **300,000+**
More than 300,000 years of life were **added** to the U.S. Population.

 **6 MILLION!**
Non-smokers **talked** with friends and family about the dangers of smoking.

 #CDCTIPS


less **guilty.**
more **pleasure.**

100

 calories

fried chips
fat.....6.6g
carbs.....10g
protein.....1.3g
fiber.....1.3g



kettle style chips
fat.....6g
carbs.....10.6g
protein.....0.6g
fiber.....1.3g



popchips
fat.....3g
carbs.....15g
protein.....1g
fiber......1g

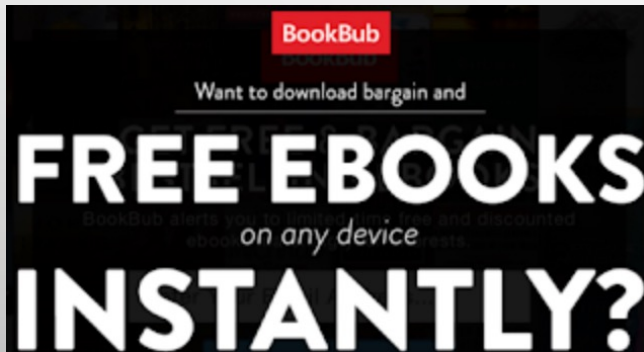


crunch the numbers. popchips are never fried (unhealthy) and never baked (undelicious). we take a little heat, add some pressure and pop! you've got a delicious snack with just 100 calories, 3g of fat and 17+ chips per single serve bag. so share some popped love. and don't let your friends eat fried.

popchips.com

23. FREE OR BARGAIN

MAKES YOU THINK THAT YOU WILL SAVE MONEY IF YOU BUY THIS PRODUCT, OR GET AN EXTRA BENEFIT IF YOU DO.



BookBub

Want to download bargain and

FREE EBOOKS

on any device

INSTANTLY?



buy 1 sub, get 1 sub
free!

with purchase of any 22oz drink

facebook.com/subwayingapore

SUBWAY eat fresh.



UP TO **50%**

ESSERE

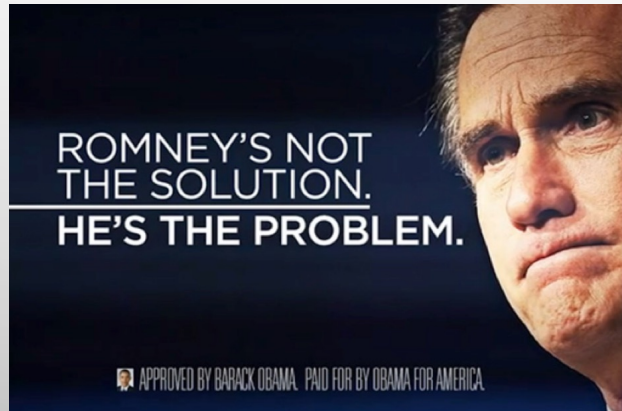
SHOES & BAGS

CULTURE OF STYLE

• Zahra Complex, Shop No.7 Basement, Tel. 2573 9539 • Salliyia Complex, Shop No.10 1st. Mezzanine, Tel 2241 9535

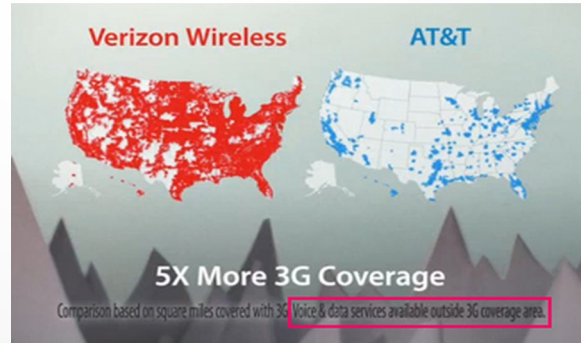
24. NAME CALLING/AD HOMINEM

ATTACKING SOMEONE OR SOMETHING'S TRAITS OR CHARACTER, RATHER THAN THEIR POSITIONS ON AN ISSUE.



25. CARD STACKING/STRAW MAN

CARD STACKING/STRAW
MAN TRIES TO MANIPULATE
YOU BY STATING THE
POSITIVE ASPECTS
OF ONE THING BUT
IGNORING THE OTHER.



26. FALSE CAUSE

CREATING A CAUSE AND EFFECT RELATIONSHIP BETWEEN TWO THINGS WHERE THERE ISN'T ANY.



Millions of Americans are living happily without religion.

Learn more

LivingWithoutReligion.org

