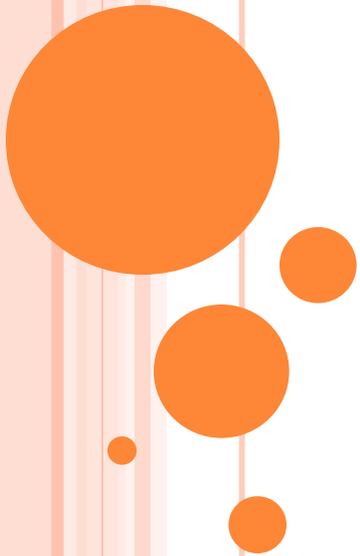


# **Persuasive Techniques: Ch. 14**



# 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.





# EMOTIONAL APPEAL (PATHOS)

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



**Be a hero for animals.**

Don't let another animal be a victim of cruel and senseless abuse. Act now»

THE HUMANE SOCIETY  
OF THE UNITED STATES



**Meet Otis.**

Otis lives in a shelter. He sleeps a lot.  
There isn't much else to do.  
When people walk by, Otis opens his eyes and wags his tail.  
Then they leave. So he eats. And waits.  
And remembers. The smell of home, scratches from his owner, a squirrel he used to chase. Then he gets tired.  
And sleeps again. When you buy PEDIGREE, we make a donation to help dogs like Otis find loving homes.  
**Help us help dogs.**

The PEDIGREE Adoption Drive® 

 [Dogsrule.com](http://Dogsrule.com)

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# HUMOR



Makes people laugh.



# RHETORICAL QUESTION

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



got milk?<sup>®</sup>



# 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  
?

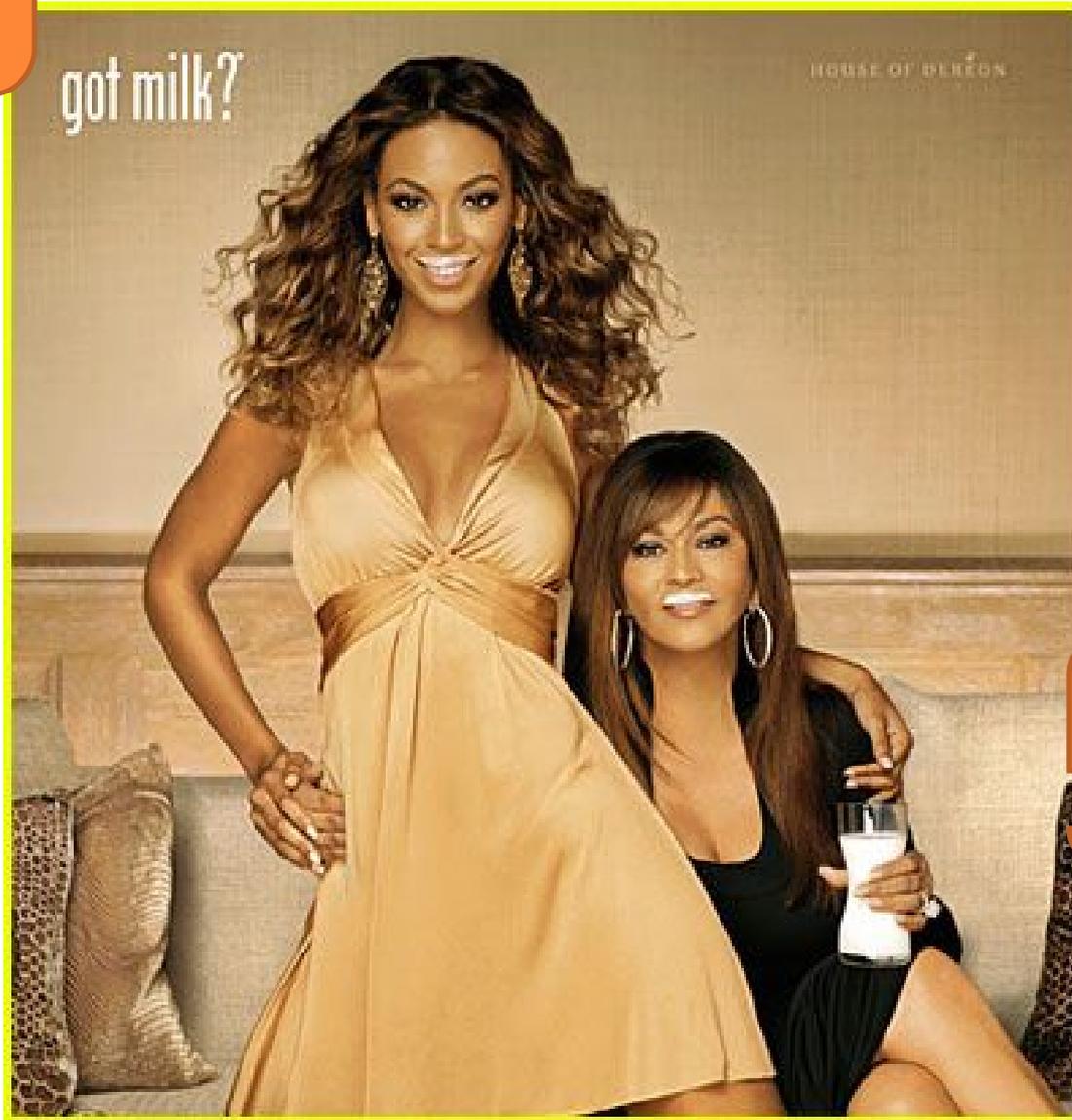
NO ASSEMBLY REQUIRED UNLESS SHE  
**FALLS TO PIECES.**



CLICK HERE TO VISIT  
[ADIAMONDISFOREVER.COM](http://ADIAMONDISFOREVER.COM)

Persuasive  
technique?

Purpose  
?



Audience?

Persuasive  
technique  
?



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.

Commodi minibus etue doleseq uisissi.  
Inciduisi bla autatue ragsto dolum irilisi  
ercilla feugiametum vendio odio enim  
veleniat eugiametum quipis nit inim.

Audience?

Persuasive  
technique  
?



Purpose  
?



Audience?

Persuasive  
technique  
?



Purpose  
?

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  
?

Purpose  
?

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  
Center for Community Health Promotion

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 low cholesterol  
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 wasn'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 1-800-832-9955.



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

The Aspirin for Heart and Stroke is a product  
of Bayer AG, Germany. © 2002 Bayer HealthCare

American Heart  
Association  
1001 16th Street, N.W.  
Washington, D.C. 20036

Persuasive  
technique

Audience?



Purpose  
?

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.

I AM PAUL McCARTNEY, AND I AM A

VEGETARIAN

PETA.org

Persuasive  
technique?



Purpose  
?

Audience?

Persuasive  
technique  
?





*Perhaps it's time to turn to Pedigree light dog food*

Purpose  
?

Audience?

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?

