

Fascinating Persuasion

Purpose

Students will identify, analyze, and critique persuasive techniques, including promises, dares, and flattery, and will identify faulty reasoning used in media messages.

Materials

For the teacher: 6 sample advertisements, in print or online
For the students: copies of Black Line Master (BLM) *Persuasion in Advertising*

Activity

A. Pre-Activity Preparation

- Using online resources and magazines and newspapers, find two examples of advertisements that model each of these three persuasive techniques: promises, dares, and flattery. Find an advertisement that uses faulty reasoning.

B. Pre-Activity Discussion

- Discuss examples of three persuasive techniques used in advertisements.
- Share one of each of your technique models with the students, and ask them to provide examples of the same techniques that they have seen in advertising.
- Discuss how to identify the different techniques.

C. Researching Techniques

- Have students look for these persuasive techniques in radio, television, magazine, and online advertisements. Challenge them to identify faulty reasoning used in advertisements.
- Instruct them to complete the BLM *Persuasion in Advertising* with information about what they find.
- Encourage students to bring in copies of the magazine ads, tapes of the radio or television ads, or URL address of the online ads that use promises, dares, and flattery.

D. Apply What Students Have Learned

- Share the advertisements with the class.
- Ask students to identify and to write down the persuasive technique that is used in each advertisement.
- Discuss students' answers.

Technology Literacy Standards

	I	II	III	IV	V	VI	VII
1	X		X	X		X	X
2						X	X
3	X					X	X
4				X		X	X
5						X	X
6		X				X	
7						X	
8						X	
9						X	
10						X	
11						X	
12						X	
13				X		X	
14						X	
15				X			
16							




= This Technology Literacy Standard is addressed in this lesson.

= This Technology Literacy Standard is not addressed in this lesson.

Questions for Review

Basic Concepts and Processes

After students have identified the persuasive techniques in your sample advertisements, ask them these questions:

-  Which advertisement uses the flattery technique?
-  How do you determine which technique is being used?
-  Which persuasive technique would you use if you were to write an advertisement about art supplies? Why?

Name: _____



Persuasion in Advertising

Directions: Find advertisements that model each of the four persuasion techniques. Briefly describe how the technique is used and choose which is the most effective advertisement. Look for faulty reasoning used in advertisements and record that information, too.

Find Technique #1: Promises

Description:

Find Technique #2: Dares

Description:

Find Technique #3: Flattery

Description:

Find Faulty Reasoning:

Description:

The most effective advertisement was number _____ because _____

Persuasion in Advertising

Teacher Directions

Instruct students to take home the BLM *Persuasion in Advertising* and to look for the four persuasion techniques in advertisements they see on television and hear on the radio or see in newspapers, magazines, or the Internet. Tell them to briefly describe how each technique was used in the advertisement. Ask them to choose which advertisement they think is the most effective. Challenge students to look for faulty reasoning used in advertisements and write an occurrence of faulty reasoning at the bottom of the BLM.

Answer Key

Students' responses will vary depending on the examples they record. Be sure that each example represents the particular technique.