

Specific Persuasive Techniques in Advertising

NAME: _____

Please give an example of each technique in advertising: (Use the yellow form to help, but you have to come up with your own examples)

For example: Avant Garde- kid is the first kid to have a new video game console and friends come to his house and are amazed.

Next to each technique, I want you to rate how you react to it from 1-9. #1 makes you want to buy something the most. #9 means it doesn't affect you.

___ Avant Garde:

___ Weasel Words:

___ Magic Ingredients:

___ Patriotism:

___ Transfer:

___ Plain Folks:

___ Snob Appeal:

___ Bribery:

___ Bandwagon:

