**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ NB page:\_\_\_\_\_\_**

**Media Literacy: How do advertisers get us to think a certain way?**

Section 1: Why Advertise?

The purpose of advertising is to **\_\_\_\_(persuade)\_\_\_\_\_** the viewer or reader. Advertisements usually play on emotions, the need to belong, and sells dreams. They often aim to demonstrate ways you can be smarter, prettier, thinner, more successful, smell better, get rich, make friends, avoid embarrassment, and have great breath! Ads seem to convince you to find solutions to problems you never knew you had!

* The media and advertisements shape the way we view **\_\_\_\_\_\_(ourselves)\_\_\_\_\_** and the **\_\_\_\_\_\_(world around us)\_\_\_\_\_\_.**
* Everyone interprets advertisers’ messages differently based on their **\_\_\_(personal experience)\_\_\_** and **\_\_\_\_(background)\_\_\_\_\_.** This shows how a person’s **\_\_(bias)\_\_\_** affects his/her view of the outside world.

**Word Bank for Section One**

|  |  |  |
| --- | --- | --- |
| personal experience | persuade | bias |
| background | world around us | ourselves |

Section 2: Advertising Techniques

1. **\_\_\_\_\_\_(Emotional Appeal)\_\_\_\_\_\_** attempts to appeal to the consumer's psychological, social, or emotional needs instead of one’s sense of practical/impractical.

1. **\_\_\_\_\_\_\_(Testimonial)\_\_\_\_\_\_\_** uses famous people or institutions to sell an idea or product. They people/institutions don’t necessarily have anything in common with the idea/product.
2. **\_\_\_\_\_\_\_(Slogan)\_\_\_\_\_\_** a catchy phrase used to sell a service or product.
3. **\_\_\_\_\_(Bandwagon)\_\_\_\_\_\_** persuades the audience to join in and do what “everyone else is doing”.
4. **\_\_\_\_\_(Expert Opinion)\_\_\_\_\_\_\_\_\_** the opinions offered by a professional or leader in the field.
5. **\_\_\_\_\_\_(Repetition)\_\_\_\_\_\_\_\_\_** the product or key word or phrase repeated several times.

**Word Bank for Section Two**

|  |  |  |
| --- | --- | --- |
| Slogan | Bandwagon | Repetition |
| Expert Opinion  | Testimonial | Emotional Appeal |

**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ NB page:\_\_\_\_\_\_**

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|  |  |  |
| --- | --- | --- |
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