

Name: _____

Persuasive Techniques in Advertising

* = important

+ = new info

! = Wow

? = Question

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: **pathos**, **logos**, and **ethos**.

Pathos: an appeal to emotion.

An advertisement using **pathos** will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness: *an image of people enjoying themselves while drinking Pepsi*. Other times, advertisers will use negative emotions such as pain: *a person having back problems after buying the "wrong" mattress*. **Pathos** can also include emotions such as fear and guilt: *images of a starving child persuade you to send money*.

Logos: an appeal to logic or reason.

An advertisement using **logos** will give you the evidence and statistics you need to fully understand what the product does. The **logos** of an advertisement will be the "straight facts" about the product: *One glass of Florida orange juice contains 75% of your daily Vitamin C needs*.

Ethos: an appeal to credibility or character.

An advertisement using **ethos** will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. **Ethos** often involves statistics from reliable experts, such as *nine out of ten dentists agree that Crest is the better than any other brand* or *Americas dieters choose Lean Cuisine*. Often, a celebrity endorses a product to lend it more credibility: *Catherine Zeta-Jones makes us want to switch to T-Mobile*.

Practice labeling **pathos**, **logos**, and **ethos** by placing a **P**, **L**, or **E** in the blank :

- _____ A child is shown covered in bug bites after using an inferior bug spray.
- _____ Tiger Woods endorses Nike.
- _____ Sprite Zero is 100% sugar-free.
- _____ A 32-oz. bottle of Tide holds enough to wash 32 loads.
- _____ A commercial shows an image of a happy couple riding in a Corvette.
- _____ Cardiologists recommend Ecotrin more than any other brand of aspirin.
- _____ Advil Liqui-Gels provide up to 8 hours of continuous pain relief.
- _____ Miley Cyrus appears in Oreo advertisements.
- _____ People who need more energy drink Red Bull Energy Drink.
- _____ A magazine ad shows people smiling while smoking cigarettes.

Elements of Argumentation

Student Resource

When performing an analysis of an argument, it is helpful to know the elements that enable writers to effectively present and support their claims. Use this page as a resource to help in your analysis and writing an argument. The **bold portions** in the examples below illustrate each element of argumentation.

Element	Example
Claim: a debatable or controversial statement the speaker or writer intends to prove with evidence	<p>“Within the past week, unmistakable evidence has established the fact that a series of offensive missile sites is now in preparation on that imprisoned island. The purpose of these bases can be none other than to provide a nuclear strike capability against the Western Hemisphere.”</p> <p style="text-align: right;">—President John F. Kennedy “Cuban Missile Crisis Address to the Nation”</p>
Call to Action: a request or petition by the writer to move the reader to take action on an issue	<p>“What can we do about it? Short of destroying all television sets, computer screens and video games, I’d suggest at least one countervailing therapy: good reading, vast quantities of active or passive reading—and reading which is, in part, guided by a child’s caretakers. No other available resource has such a record of benign influence on maturation. Give every child you cherish good books—human stories—at every conceivable opportunity. If they fail to read them, offer bribes—or whatever other legal means—to help them grow their own imaginations in the slow solitude and silence that makes for general sanity.”</p> <p style="text-align: right;">—Reynolds Price “The Great Imagination Heist”</p> <p>“Nerds and geeks must stop being ashamed of who they are. It is high time to face the persecutors who haunt the bright kid with thick glasses from kindergarten to the grave.”</p> <p style="text-align: right;">—Leonid Fridman “America Needs Its Nerds”</p>
Concession: a respectful acknowledgment of an opposing viewpoint (By recognizing and fairly summarizing an opposing viewpoint, the writer or speaker is seen as logical and fair-minded.)	<p>“Although most students try to keep up their grades, there is a minority of undergraduates for whom pursuing knowledge is the top priority during their years at Harvard.”</p> <p style="text-align: right;">—Leonid Fridman “America Needs Its Nerds”</p>
Counterargument: follows a concession and strongly counters or refutes the opposition’s evidence	<p>“Although most students try to keep up their grades, there is a minority of undergraduates for whom pursuing knowledge is the top priority during their years at Harvard.”</p> <p style="text-align: right;">—Leonid Fridman “America Needs Its Nerds”</p>