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Persuasive Techniques in Advertising

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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 quilt: 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.

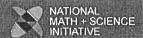
Ethos: an appeal to credibility or character.

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	"Within the past week, unmistakable evidence has established the fact		
controversial statement the	that a series of offensive missile sites is now in preparation on that		
speaker or writer intends to prove	imprisoned island. The purpose of these bases can be none other		
with evidence	than to provide a nuclear strike capability against the Western		
	Hemisphere."		
€2	—President John F. Kennedy		
	"Cuban Missile Crisis Address to the Nation"		
Call to Action: a request or	"What can we do about it? Short of destroying all television		
petition by the writer to move the	sets, computer screens and video games, I'd suggest at least one		
reader to take action on an issue	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		
a a	them grow their own imaginations in the slow solitude and silence		
	that makes for general sanity."		
2	—Reynolds Price		
	"The Great Imagination Heist"		
	"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."		
	—Leonid Fridman		
	"America Needs Its Nerds"		
Concession: a respectful	"Although most students try to keep up their grades, there is a		
acknowledgment of an opposing	minority of undergraduates for whom pursuing knowledge is the top		
viewpoint	priority during their years at Harvard."		
(By recognizing and fairly			
summarizing an opposing	—Leonid Fridman		
viewpoint, the writer or speaker is	"America Needs Its Nerds"		
seen as logical and fair-minded.)			
Counterargument: follows a	"Although most students try to keep up their grades, there is a		
concession and strongly counters	minority of undergraduates for whom pursuing knowledge is the		
or refutes the opposition's	top priority during their years at Harvard."		
evidence	—Leonid Fridman		
	"America Needs Its Nerds"		