ENG 4CI Name: Date: PHS

**PERSUASION INTRO**

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| Advertising is intended to… |

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| **Forms of PERSUASION** | | **Examples in My Ad:** |
|  | e.g. “you know me and know that I’m a good person…” |  |
|  | e.g. “how could you have done this too me?” |  |
|  | e.g. “People should marry carefully, as 50% of marriages end in divorce” |  |

| **6 Visual Techniques** | | | **Examples in My Ad:** |
| --- | --- | --- | --- |
| 1 |  | since people often “read” with their eyes, advertisers try to impress people with eye-catching pictures |  |
| **2** |  | Advertisers use lighting to make an audience feel emotion.  Dark =  Light = |  |
| **3** |  | The BRAND should be easily visible so the audience  A) knows what to buy  B) easily remembers the ad  SO, an audience connects the ideas and values of the ad to the brand.  Logos intend to make buyers feel like they are |  |
| **4** |  | * Carefully-Chosen * Deliberate * Deliberate * Notice any use of “ ” * Notice “clever” usage, like in this example. |  |
| **5** |  | They typically represent emotion (remember pathos)  Typically,   * Blue represents… * Red represents… * Green represents… * White represents… * Black represents… |  |
| **6** |  | Advertisers must pay for the size of their ads, so they make sure that every part of the space helps to sell the product.  White space must be used effectively. |  |

| **Ads Use Stories that Sell** | | | **Examples from Film:** |
| --- | --- | --- | --- |
| 1 |  | Includes specific types and personalities |  |
| 2 |  | Includes specific events that are compelling |  |
| 3 |  | The location of the scene and the atmosphere |  |
| 4 |  | Object that represent something else |  |
| 5 |  | Includes meaning beyond the surface – like children’s toys containing messages about violence |  |

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| **Advertising sells NEEDS, Beliefs, and Values** | | **Examples from Film:** |
| **Record some VALUES shown IN the *MAD MEN* clip:** |  |  |
| The needs to be…. |  |
| The needs to be…. |  |
| The needs to be…. |  |
| The needs to be…. |  |

**Unfair Portrayals of Gender in Advertising**

***The sad thing about the media is that is portrays extremes and passes them off as normal, thus teaching those who are most impressionable (YOU) what it looks like to be “normal.”***

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| **WHAT DO STEREOTYPES SAY ABOUT…** | | **Examples in My Ad:** |
| **MEN** | Men Should Be… Men Should Want….. |  |
| **WOMEN** | Women Should Be… Women Should Want….. |  |
| **But what do stereotypes do?** |  | |
| **Real Men are not…** | Real men…. | |
| **Real Women are not…** | Real women… | |
| **Contradictions:** | Male Sensitivity…  Female strength…. | e.g. in my ad… |

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| **The MALE GAZE Includes…** | | | | **Examples in My Ad:** |
|  | |  |  |  |
| * So women are in a position that prevents defense * On par with animals | | * Implies the viewer is dominant * Female is submissive | * Indicates childlike playfulness |
| **WHY?** | The audience is not MEN, but WOMEN. WHY: | | | |
| **What would be the effect on girls who think runways are everywhere?** |  | | | |

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| --- | --- | --- |
| **Men are whole and women are parts. BOTH are UNFAIR.** | | **Examples in My Ad:** |
| **The media teaches women…** |  |  |
| **The media teaches men…** |  |  |

|  |  |  |
| --- | --- | --- |
|  | **Women** | **Men** |
| **At Home** |  |  |
| **In Public** |  |  |

|  |  |  |
| --- | --- | --- |
| **Why is an adulterous, drunken coward a sex symbol?** | | **Examples in My Ad:** |
| **The media teaches women…** |  |  |

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| **We are made to believe that our ideal selves are just around the corner IF WE BUY Product X. *Document some thoughts about manipulation through false images.*** |