

10 Persuasive Techniques

Name Calling

- ◇ Irritate audience: give idea or issue bad name/label to create name recognition – features attack with colorful, offensive, crude language

Glittering Generality

- ◇ Associate with virtue word to make us accept/approve the thing without examining the evidence
Hyperbole/exaggerated claim: best ever

Transfer

- ◇ Admiration/respect/social status by association: snob appeal
Beautiful people/athlete/celebrity/icon/symbol/lifestyle

Testimonial

- ◇ Famous person endorsement
celebrity, athlete, doctor or other respected person

Plain Folks

- ◇ Speaker attempts to convince audience that he/she is just an ordinary person —
“of the people” or “one of you”
Photo-op: politician reading to kids

Card Stacking

- ◇ Use facts/falsehood or logical/illogical statements to give best/worse possible case
Hidden Fear appeal

Bandwagon

- ◇ Everybody's doing it or using it so you should join members of your group

Emotional Appeal

- ◇ Person made to have strong feelings about product/situation/idea/person
Warm fuzzies: cute kids/animals
Nostalgia: appeal to simple/romantic past
Race card: racial harmony/disharmony

Catchy phrase/statement

- ◇ Slogan: “just do it”

Repetition

- ◇ Product name repeated many times

**language
of the
commercial
culture**

**brand loyalty
brand integration
persuasive techniques
myth analysis
rebranding
subliminal advertising
demographics
psychographics
cultural imperialism
culture jamming
adbusters
adrage
ftc**

**ad clutter
adcreep
product placement
viral marketing
under the radar techniques
advergame
advertorial
cookies
affluenza
buy nothing day
voluntary simplicity
downshifter
cult slacker**