

Persuasive Techniques in the Market

CHAPTER 5, LESSON 3

NAME _____

DATE _____

DIRECTIONS

Read the information about persuasive techniques. Then, complete the chart by identifying the persuasive technique used in the advertisement example or create an advertisement example for the given persuasive technique. You can create your own or provide an example from an advertisement you've seen.

To persuade means to communicate with the intent to cause a certain action to be taken. In order to sell products to consumers, companies use persuasive techniques to market their goods. The ability to recognize these techniques will help you avoid impulse buying and help you take control of your money. When you know how a product is being sold to you, you have power over the purchase.

Here are some of the most common persuasive techniques:

- **Ethos:** uses credibility and authority
- **Logos:** uses logic or reason
- **Pathos (emotion):** uses words that evoke strong feelings, rather than facts and evidence
- **Ethical appeal:** taps into people's values or moral standards
- **Loaded language:** uses words with strong positive or negative connotations to stir people's emotions
- **Bandwagon:** persuades people to do something by telling them that others are doing it too
- **Plain folks:** implies that ordinary people are on "our side"
- **Snob appeal:** implies an ordinary person can be rich and sophisticated
- **Testimonial:** features famous people describing their personal experience with a product or explaining why you should use a product
- **Transfer:** uses the names or pictures of famous people to convince you that a product will help you imitate the famous person in the ad

Chapter 5 Lesson 1

Shea Welsh



Chapter 5 Lesson 1:

Elementary Algebra (Teacher Guide) Harold R. Jacobs, 2016-08-29 Daily schedule tests and additional coursework for the one year Elementary Algebra course Elementary Algebra is designed to prepare the student with a foundational understanding of basic principles in Algebra This Elementary Algebra Teacher s Guide includes A convenient daily schedule with space to record grades Helpful information on teaching the course and tests for student assessment Set III exercise worksheets as well as chapter mid term review final exams and answer keys Jacobs Elementary Algebra is highly regarded in the education market This curriculum provides a full year of mathematics in a clearly written format with guidance for teachers as well as for students who are self directed Also available The Solutions Manual for Elementary Algebra by Master Books provides solutions and answers for all exercises in the course as well as mid term and final review tests *Training Guide Configuring Advanced Windows Server 2012 R2 Services (MCSA)* Orin Thomas, 2014-05-06 Fully updated for Windows Server 2012 R2 Designed to help enterprise administrators develop real world job role specific skills this Training Guide focuses on configuration of advanced services in Windows Server 2012 R2 Build hands on expertise through a series of lessons exercises and suggested practices and help maximize your performance on the job This Microsoft Training Guide Focuses on job role specific expertise for advanced configuration tasks Fully updated for Windows Server 2012 R2 including new practices Provides in depth hands on training you take at your own pace Creates a foundation of skills which along with on the job experience can be measured by Microsoft Certification exams such as 70 412 Topics include Advanced Active Directory Infrastructure Active Directory Sites and Replication Advanced DHCP and DNS Active Directory Certificate Services Backup and Recovery Advanced File Services and Storage High Availability Site Resilience Dynamic Access Control and Active Directory Rights Management Services Active Directory Federation Services **Accessing Data with Microsoft® . Net Framework 4** Glenn Johnson, 2011 Ace preparation for the skills measured by MCTS Exam 70 516 and on the job with this official Microsoft study guide Users work at their own pace through a series of lessons and reviews that fully cover each exam objective Then they reinforce and apply what they ve learned through real world case scenarios and practice exercises Includes CD *MCTS Self-Paced Training Kit (Exam 70-662): Configuring Microsoft® Exchange Server 2010* Orin McLean, Orin Thomas, Ian McLean, 2010 This study guide for server administrators preparing to take the Microsoft Certified Technology Specialist MCTS exam 70 662 provides instruction and reference material on subjects covered by this business intelligence specialization certification test Topics discussed include installing Exchange Server 2010 mailboxes distribution groups configuring client access logging and reports transport servers and Exchange in high availability environments Each chapter includes screen shots and code examples and a companion CD ROM includes additional material and sample data sets as well as practice tests for each section Access to four networked Exchange servers is required to use the provided practice materials and advice on creating virtual servers is included *Getting Into Slap Bass* CHRIS

MATHEOS,2011-01-04 Everything is covered here starting with all the basics like octaves hammer ons and pull offs It then builds into the most advanced slap techniques including double and triple pops flamenco thumb technique and plucks There are lessons in upright bass slap as well as modal harmony studies the grooves cover a wide range of styles that include jazz fusion walking lines fingerstyle conversion pop dance funk soul bluegrass Dixieland etc These lessons have something for almost any student written in bass clef and tablature with CD

Report on the Agricultural Experiment Stations United States. Agricultural Research Service,1904

The Home and the Family Helen Kinne,Anna Maria Cooley,1917

A Syllabus of Household Management for Texas High Schools Jet Corine Winters,1923

Reconstruction Pamphlets, No. 1-13 National Catholic War Council (U.S.),1920

Blues Guitar Lessons, Vol 1 Shea Welsh,2000-09 If you love playing blues guitar then these books are for you Anyone with a basic knowledge of guitar can jump right in and start learning with Volume 1 Volumes 2 and 3 will take you as far down the blues road as any book can Loaded with great tunes to play each lesson is geared towards playing a part in a blues band Learn how to play the rhythm part the melody a 2nd guitar part and improvise a solo Each volume includes easy to understand theory lessons that unlock the mysteries of the blues The attractive design thoughtful teaching and easy to read musical examples will make these lessons the most fun you ve ever had learning blues guitar

A Mental Arithmetic George Albert Wentworth,1895

The World Leonard Martelli,1983

Report on the Work and Expenditures of the Agricultural Experiment Stations ,1904

Adobe InDesign CS2 Revealed Chris Botello,2005 Geared towards beginner to intermediate level InDesign users Adobe InDesign CS2 Revealed offers a complete look at Adobe s latest release of its popular layout software InDesign Following a unique style that caters towards beginners Adobe InDesign CS2 Revealed provides step by step tutorials to teach the skills needed to master the InDesign software Featuring a user friendly design and easy to follow instructions the book provides detailed coverage of the software through design projects such as creating advertisements brochures and flyers putting concepts and skills into a real world context

Directed Observation and Supervised Teaching James Herbert Blackhurst,1925

Lessons in Cookery National Training School for Cookery (Great Britain),1878

Junior English Manuals ... Rollo La Verne Lyman,1922

The Improvement Era ,1910

Microsoft SQL Server 7.0 System Administration Training Kit Microsoft Corporation,1999 The target audience of this title is SQL Server administrators who install configure and support SQL server in an enterprise network Business owners contractors and database administrators will also find all they need to know about Microsoft SQL Server

State Manual of the Courses of Study for the Elementary Schools Oregon. Office of Superintendent of Public Instruction,1929

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