

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

CHRIS MATHEOS



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Table of Contents Chapter 5 Lesson 1

1. Understanding the eBook Chapter 5 Lesson 1
 - The Rise of Digital Reading Chapter 5 Lesson 1
 - Advantages of eBooks Over Traditional Books
2. Identifying Chapter 5 Lesson 1
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Chapter 5 Lesson 1
 - User-Friendly Interface
4. Exploring eBook Recommendations from Chapter 5 Lesson 1
 - Personalized Recommendations
 - Chapter 5 Lesson 1 User Reviews and Ratings
 - Chapter 5 Lesson 1 and Bestseller Lists
5. Accessing Chapter 5 Lesson 1 Free and Paid eBooks
 - Chapter 5 Lesson 1 Public Domain eBooks

- Chapter 5 Lesson 1 eBook Subscription Services
- Chapter 5 Lesson 1 Budget-Friendly Options
- 6. Navigating Chapter 5 Lesson 1 eBook Formats
 - ePub, PDF, MOBI, and More
 - Chapter 5 Lesson 1 Compatibility with Devices
 - Chapter 5 Lesson 1 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Chapter 5 Lesson 1
 - Highlighting and Note-Taking Chapter 5 Lesson 1
 - Interactive Elements Chapter 5 Lesson 1
- 8. Staying Engaged with Chapter 5 Lesson 1
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Chapter 5 Lesson 1
- 9. Balancing eBooks and Physical Books Chapter 5 Lesson 1
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Chapter 5 Lesson 1
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Chapter 5 Lesson 1
 - Setting Reading Goals Chapter 5 Lesson 1
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Chapter 5 Lesson 1
 - Fact-Checking eBook Content of Chapter 5 Lesson 1
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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