

ADVERTISING APPEALS

1. AS YOU WATCH TELEVISION OR READ THROUGH MAGAZINES, HOW DO SOME OF THE COMMERCIALS OR ADS TRY TO GET YOU TO BUY THEIR PRODUCT?

~**BANDWAGON APPROACH**- By trying to convince you that everyone else has it or wants the product.

~**HUMOR APPEAL**- By using a slogan, jingle or cartoon to keep your attention.

~**SCIENTIFIC EVIDENCE APPROACH**- By saying that scientific evidence proves it is a good product.

~**TESTIMONY APPEAL**- By using a well known person or celebrity to say how great the product is.

~**GLITTERING GENERALITY APPEAL**- By greatly exaggerating the benefits of the product.

~**PROGRESS APPEAL**- By saying that the product is better than other products.

~**SNOB APPEAL**- By saying that you are special and worthy of their great product.

2. NOW WE KNOW THERE ARE MANY WAYS ADVERTISERS TRY TO APPEAL TO US TO ORDER TO GET US TO BUY THEIR PRODUCTS. WHAT ARE SOME WARNING SIGNS THAT MAY TELL US A PRODUCT IS BEING SOLD WITH FALSE PROMISES OR QUACKERY?

~The medical profession does not recognize this product or service.

~The product is only available through a post office box number

~The product is promoted by a group of which little is known

~The seller guarantees a quick cure, fast results, and seemingly miracles.

~The product is only promoted in the back pages of a magazine.

~The product is supposedly effective in helping you with a wide range of needs.