**Quick List: Media Techniques, Appeals, & Effects**

**Here are links to some of the key things you might look for in your ad(s). Go back and read/re-read definitions and discussions of things you see happening in your ad(s).**

**“**[**Ads don’t Work that Way**](http://www.meltingasphalt.com/ads-dont-work-that-way/)**”**

**Emotional Inception:** it creates positive memories and feelings that influence our behavior over time to encourage us to buy something at a later date [or bond with the company].

**Cultural imprinting** is the mechanism whereby an ad, rather than trying to change our minds individually, instead changes the *landscape of cultural meanings* — which in turn changes *how we are perceived by others* when we use a product.

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| --- | --- | --- |
| **TECHNIQUES & APPEALS “**[**The Language of Persuasion**](http://kelli.ninja/1301/e3/nmlp/Language_of_Persuasion.pdf)**”** | | |
| Association  Emotional Transfer  Bandwagon  Beautiful people  Bribery  Celebrities  Experts  Explicit claims  Fear  Humor  Intensity  Maybe  Plain folks  Repetition | Testimonials  Warm & fuzzy  The Big Lie  Charisma  Euphemism  Extrapolation  Flattery  Glittering Generalities  Name-calling  New  Nostalgia  Rhetorical Questions  Scientific Evidence  Simple Solution | Slippery Slope  Symbols  *Ad hominem*  Analogy  Card Stacking  Cause vs. Correlation  Denial  Diversion/Red herring  Group Dynamics  Majority Belief  Scapegoating  Straw Man  Timing |

**“**[**Shame: The Secret Tool of Marketing**](http://www.cbc.ca/radio/undertheinfluence/shame-the-secret-tool-of-marketing-1.2801801)**”**

* Social Shame/Social Embarrassment
* Growing old
* Poor performance
* Body smells, emissions,
* You should be ashamed of your body, yourself
* You’re not good enough.

“Shame fuels the need to erase the humiliation and products are solutions.”

**TECHNICAL EFFECTS “[Advertising Analysis](http://kelli.ninja/1301/e3/Ad_Analysis_Lopez.pdf)”**

* Camera angles provide perspective • Accessories
* Close-ups provide emphasis. • Lighting
* Happy and attractive people • Editing
* Music, popular songs and jingles • Sound effects
* Mise-en-scene (set and setting inside camera frame)
* Products are sold using three main emotions: fear, sex and humor.

**MYTHS “[The Power of Images: Creating the Myths of our Time](http://www.medialit.org/reading-room/power-images-creating-myths-our-time)”**

* The world is a dangerous place and we need guns, police and military to protect us.
* Leave it to the experts (who are usually white men).
* The good life consists of buying possessions that cost lots of money.
* Happiness, satisfaction and sex appeal, just to name a few, are imminent-and available with the next consumer purchase.
* Your body is not good enough.
* Businesses and corporations are concerned for the public welfare.

**COMMON ATTENTION-GETTING HOOKS “[Advertising Analysis](http://kelli.ninja/1301/e3/Ad_Analysis_Lopez.pdf)”**

• Emotional Transfer • Sex • Symbols • Vague •Humor • Hype • Fitting In

• Promises • Testimonials • Flattery • Fear • Cute • Repetition • Ordinary People

• Simple solutions • Macho • Femininity • Culture • Famous People • The Good Old Days

• “Beautiful” people •Big Lies/Exaggerated Exotic • Social Outcasts: put-down or demeaning comment

• Free Lunch. Examples: "buy one, get one free" or tax cuts