

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).

TECHNIQUES & APPEALS [“The Language of Persuasion”](#)

Association	Testimonials	Slippery Slope
Emotional Transfer	Warm & fuzzy	Symbols
Bandwagon	The Big Lie	<i>Ad hominem</i>
Beautiful people	Charisma	Analogy
Bribery	Euphemism	Card Stacking
Celebrities	Extrapolation	Cause vs. Correlation
Experts	Flattery	Denial
Explicit claims	Glittering Generalities	Diversion/Red herring
Fear	Name-calling	Group Dynamics
Humor	New	Majority Belief
Intensity	Nostalgia	Scapegoating
Maybe	Rhetorical Questions	Straw Man
Plain folks	Scientific Evidence	Timing
Repetition	Simple Solution	

[“Ads don’t 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.

[“ Shame: The Secret Tool of Marketing”](#)

- 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”](#)

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

MYTHS [“The Power of Images: Creating the Myths of 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”](#)

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|----------------------|-------------------------------|--------------|--|-----------------|---------------------|-------------------|
| • 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