

Advertising Techniques

The following is a list of persuasive techniques that are often used to get us to buy products or believe something:

Loaded words: words with strong associations such as home, family, dishonest and wasteful.

Buzzwords: words that are popular and vague like "pure and natural."

Transference: associating a symbol with a product such as the Golden Arches and McDonalds.

Name Calling: comparing one product to another and saying it is weaker or inferior in quality or taste.

Glittering Generality: using words that glitter or sparkle such as "The candy bar tastes better, looks better and is less expensive." Car companies do this a lot when comparing their vehicles to another company's cars.

Testimonial: someone famous that people like and respect speaks for the product.

Bandwagon: the advertiser tries to make you feel like everyone else has the product and if you don't have it too, you'll be left out.

Repetition: they repeat an idea enough so that you think it must be true.

Flattery: they make you feel good for having the good sense to buy the product

Plain Folks: they say people "just like you" buy it

Authority: someone with authority tells you about the product

Snob Appeal: using this product means you're using the "best" product

Hidden Fears: they scare you into buying the product

Facts and Figures: saying things such as 9 out of 10 people prefer...

Free and Bargain: using these words to attract you to buy the product

Urgency: making you feel like you need the product right away