

Planning Your Advertisement

Working alone or in a group? Name(s): _____

Which campaign are you choosing from the Ad Menu? _____

Purpose of the product: _____

Product name: _____

Demographic you are trying to reach (check all that apply) :

Age 0-12
 13-17
 18-24
 25-35
 36-50
 50 +

Race African-American
 Asian
 Caucasian
 Hispanic

Gender Male
 Female
Other:

Explain in detail how your advertisement will use **pathos (emotion)** to sell the product:

Explain in detail how your advertisement will use **logos (facts/stats)** to sell the product:

Explain in detail how your advertisement will use **ethos (credibility)** to sell the product:

Persuasive Techniques & Logical Fallacies

Choose **TWO** of the following and explain how you will use these strategies to sell your product. Will you use it as a technique, or a fallacy? How will you incorporate? Fill out this sheet:

1. **Ad hominem:** Attacking the opponent personally instead of the opponent's ideas
2. **Ad nauseam:** Tireless repetition of an idea or slogan
3. **Appeal to Authority:** Shows important people to support a position, idea, argument, or course of action.
4. **Appeal to Fear:** Appeal to fear.
5. **Appeal to Prejudice:** Based on race, ethnicity, social-class.
6. **Bandwagon:** This technique reinforces people's natural desire to be on the winning side. Everyone's doing it, so it must be good!.
7. **Common man/Plain Folks:** Attempts to convince the audience that the propagandist's positions reflect the common sense/values of the people or that the product is a practical product of good value for ordinary people.

Strategy # 1: _____

How you will use this strategy to sell your product:

Strategy # 2: _____

How you will use this strategy to sell your product:

Strategy # 3 (optional): _____

How you will use this strategy to sell your product: