Advertising Technique (Definitions)

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

Match the words/expressions on the left to the appropriate definitions on the right.

1.Loaded words: a) words that are popular and vague like "green and natural?"

2.Bandwagon: b) words with strong associations such as home, family, dedication and wisdom.

3.Testimonials: c) saying things such as 9 out of 10 people prefer....

4.Name Calling: d) using this product means you're using the "best" product

5.Glittering Generalities: e) the advertiser tries to make you feel like worry not about how the product and if you don't have it then, you'll be left out.

6.Testimonials: f) they want you into buying the product

7.Brand Image: g) using words that glitter or sparkle such as "The sandy beaches, Swiss Rolls, Smile better and is Bore organic." Cp: comparing the than a list where comparing their vehicles to another company's cars

8.Repetition: h) associating a symbol with a product such as the Golden Arches and McDonald.

9.Flattery: i) they make you feel good for having the good sense to buy the product

10.Plain Folks: j) they repeat an idea enough so that you think it must be true.

11.Authority: k) using these words to attract you to buy the product

12.Snob Appeal: l) they say people "just like you" buy it

13.Bandwagon Appeal: m) making you feel like you need the product right away

14.Facts and Figures: n) comparing one product to another and saying it is weaker or inferior in quality or taste

15.Fear and Bargains: o) someone famous that people like and respect speaks for the product

16.Urgency: p) someone with authority tells you about the product