



The Persuasion Effect ☺ ☺ ☺ ☺

Advertisers are in the business of *persuasion*. An advertiser's job is to sensationalize, exaggerate and turn the common into something exciting. They do this in many ways, but all of the ways they use **touch our emotions**. The ad may make you feel happy or sad, relaxed or excited, accepted or wanted, or simply make you laugh. The more emotions an ad can touch you with the more you will be drawn to the product.

Think of something that you really, really, wanted (maybe it was yesterday or maybe it was a few years ago). Then think about what got you so excited about it. Think of the advertisements you saw about this product. Then think back and see if you can identify all the emotions it caused you to feel.

1) Briefly describe the product and the advertisement that hooked you:

2) List as many **emotions** as you can remember about what made you want this product:

- | | |
|----------|----------|
| a. _____ | e. _____ |
| b. _____ | f. _____ |
| c. _____ | g. _____ |
| d. _____ | h. _____ |

Go to <http://www.cdc.gov/tobacco/campaign/tips/resources/videos/> and look at the videos or watch one of the new anti-smoking PSA's on TV. Pick out one video that you think would be very effective at keeping a teen from starting to smoke.

3) Explain why you think this PSA would be effective and list the emotions it makes you feel.

- | | |
|----------|----------|
| a. _____ | d. _____ |
| b. _____ | e. _____ |
| c. _____ | f. _____ |

4) **Have your parents** tell you how they would feel if you were to use drugs?

- | | |
|----------|----------|
| a. _____ | c. _____ |
| b. _____ | d. _____ |

Parent Signature _____

Student Signature _____

Don't forget your anti-drug poster clippings.