* Copy these notes into your notebook. Draw an illustration for the bolded terms.

*Publishing: Advertising Notes*

***Perspective***

* The point of view of a message’s creator
* Examples: Diet Dr. Pepper is just like Dr. Pepper, Tide is better than Cheer, Kit Kats are great for a break

***Audience***

* The people who are reached by a publication
* Examples: A class reading a book, subway riders passing a billboard, teenagers viewing commercials during “Secret Life”

***Purpose***

* The reason something exists
* In publications, either to inform, persuade, or entertain
* Examples: advertisements persuade consumers to buy, books entertain readers, the news informs its viewers

*Four Persuasive Techniques*

*(1)* ***Bandwagon***

* Creating the illusion that the majority is using a product or feels a certain way
* Examples: “Everyone is doing it!”, “America runs on Dunkin’”

*(2)* ***Celebrity Testimonial***

* Having a popular athlete, actor, or public figure endorse a product to make it seem more desirable
* Examples: Chris Brown for Doublemint Gum, Michael Jordan for Nike

*(3)* ***Emotional Appeal***

* Using fear, sympathy, or anger to motivate a consumer
* Example: creating a false sense of danger to sell insurance, showing pictures of starving children to raise money

*(4)* ***Association***

* Creating the illusion that a product can create desirable effects
* Example: clothes make you pretty, body spray makes you popular, food makes you thin