



## Student Worksheet 2



Name: \_\_\_\_\_

### Part 1: Ad Techniques

Here are some of the most common techniques advertisers use to convince you to buy or do something. Think of an example for each—and remember that advertisers decide what to put in their ads.

- **Association:** Using images (like a cartoon character or the American flag), in the hope you'll transfer your good feelings about the image to the product.
- **Call to action:** Telling you what to do—"Buy today!" or "Vote now"—removes all doubt about next steps.
- **Claim:** Informing you about how the product works or helps you.
- **Games and activities:** Putting a commercial into the form of a game can be a fun way for you to get to know more about a product and spend more time with it.
- **Humor:** Using ads that make you laugh can catch your attention and be memorable.
- **Hype:** Using words like *amazing* and *incredible* make products seem really exciting.
- **Must-have:** Suggesting that you must have the product to be happy, popular, or satisfied.
- **Fear:** Using a product to solve something you worry about, like bad breath.
- **Prizes, sweepstakes, and gifts:** Using a chance to win a prize to attract attention.
- **Repetition:** Repeating a message or idea so you remember it.
- **Sales and price:** Showing or announcing a discounted price can make a product look better.
- **Sense appeal:** Using sights and sounds to appeal to your senses: sight, touch, taste, etc.
- **Special ingredients:** Promoting a special ingredient may make you think the product works better than others.
- **Testimonials and endorsements:** Featuring someone, like a celebrity, saying how the product worked for them can be convincing.

### Part 2: Find the Techniques!

Identify techniques in magazine or newspaper ads. Find three ads and use a separate sheet of paper to answer the following questions about each ad.

1. Who is responsible for the ad?
2. What audience is the ad targeting?  
What makes you think so?
3. What techniques does the ad use?
4. What does the ad say or suggest about the product or service?
5. What does the ad say about the people who buy the product or service?

