



ADVERTISING



# What We Know...

## MASS MEDIA

Share a message with a large number of people.

### 4 FORMS OF MASS MEDIA

PRINT



RADIO



TELEVISION



INTERNET





# What We Know...

## **THE SIX ROLES OF MASS MEDIA**



1. Supply information about important events.
2. Influence what we talk and think about.
3. Expand our personal experience.
4. Set standards of appearance, language, and behavior
5. Persuade us to buy products
6. Entertain us



# ADVERTISING

Method of attracting attention in order to get a desired action or outcome.

1. Getting people to notice you so you can get them to do what you want.
2. You guys advertise all the time. With your own personal style!



# MEDIA ADVERTISING

In advertising the message is a very particular and directed to a specific group to get them to do something.  
(Show to everyone, but meant for some)

The specific type of people who the advertisement is supposed to attract is called a  
**TARGET AUDIENCE**



# ADVERTISING PROCESS



Advertiser has a particular want (Product/Service)

Creates a method of attraction (Advertisement)

Send it to target audience through mass media

Target audience receives the message

Performs the desired outcome



# MOTIVES FOR ADVERTISING

## TO INFORM



To provide information to the audience, so they know if they need the product or not.



## CREATE DEMAND



Make the audience want the product. Persuade them to believe they need it to be happy.



# MASTERS OF MANIPULATION

How do advertisers persuade us to do what they want?

## THREE RHETORICAL APPEALS



Ethos  
(Ethical)



Pathos  
(Emotional)



Logos  
(Logical)







# ETHOS

The ethical appeal - "Trust me I am an expert"  
. Make the audience feel like the advertisement is from a trustworthy source and if they don't listen they might miss out on something important.  
(Doctors Celebrity)





# PATHOS

The emotional appeal – “Make the audience laugh or cry”  
Do the right thing. Make the audience feel that they are bad people if they do not do it.  
(Kids Crying, Jokes)





# LOGOS

The logical appeal - “Prove it to the brain”  
Makes the audience believe that it is a smart thing to do because of factual evidence that makes sense.  
(Graphs, numbers and Diagrams)





Identify what the commercial is selling and the type of appeal they are using to sell the product.

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(Ethical)



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