Lesson Ten
The Influence of Advertising
what appeals to you? what doesn't?

directions
Collect examples of ads you like and dislike. Also pay attention to TV and online ads and commercials. If possible, bring videos to class. Pay particular attention to facts versus unsupported claims in ads.

When you’re done collecting ads, answer the questions below.

1. What do you like about the ads you’ve collected?

2. What do you dislike about the ads you’ve collected?

3. What do you like about the TV or online commercials you’ve seen?

4. What do you dislike about the TV or online commercials you’ve seen?
examples of fraudulent or misleading advertisements

directions
Bring to class print ads you think are fraudulent or misleading. Tape up the ads around the classroom.

1. Describe your example of a fraudulent or misleading ad.

2. List the fraudulent or misleading techniques and appeals used in your favorite ad.

3. List the fraudulent or misleading techniques and appeals used in your least favorite ad.

4. What actions could consumers take to avoid these deceptions?
what techniques are used in ads you like and dislike

After you’ve talked about various advertising appeals and techniques, answer the following questions for your favorite ad and your favorite TV or online commercial.

1. Describe your favorite ad.

2. What advertising techniques and appeals are used in your favorite ad?

3. Describe your favorite TV or online commercial.

4. What advertising techniques and appeals are used in your favorite TV or online commercial?
try it—make a commercial

directions
Divide into groups. Each group is responsible for researching a product or a service.

Prepare a commercial for the product or service your group has been assigned or has chosen. When preparing your commercial, be sure to use some of the techniques and appeals discussed in class.

Each group will present its commercial to the class. At the end of your presentation, be prepared to answer the following questions.

1. To whom are you trying to sell your product or service?

2. What specific techniques and/or appeals did you use to try to sell your product?

3. Were any of the techniques or appeals you used fraudulent or misleading?
test your advertising knowledge

In the space provided, write the letter of the advertising technique or appeal the statement represents.

a) Join the gang  b) Hero endorsement  c) Unfinished comparison  
d) Independence  e) “Get rich quick”  f) Exploiting fears and misgivings  
g) Physical attraction appeal  h) Negative option  i) Credit repair  
j) Numerical claims  k) Guarantees  l) Bargain appeals  
m) Scientific claims  n) Catch phrases and slogans

1. __________ Return this card today and begin receiving three CDs every month. If, at any time, you decide you don’t want a CD, just return it within ten days.

2. __________ If you’re the type of person who can think and act for yourself, drive one of our cars and you’ll be convinced you can’t buy a smoother ride.

3. __________ We promise your new battery will last a lifetime, or your money back.

4. __________ This detergent works better on grease and stains.

5. __________ Three-out-of-four dentists recommend this toothpaste.

6. __________ Everyone else is using this product. Why aren’t you?

7. __________ At this price for a limited time only! So buy now, because you won’t see a value like this again.

8. __________ After years of research by leading physicians, we’ve formulated a pill that, taken one hour before each meal, allows you to eat anything you want without gaining weight.

9. __________ You find yourself unconsciously singing the tune to the commercial.

10. __________ If Mr./Ms. Famous Athlete wears this type of underwear, shouldn’t you?

11. __________ Just one spray of our cologne, and you’ll never have to spend another Saturday alone!

12. __________ Work in your home, part-time, and earn up to $10,000 per week.

13. __________ No matter how bad your credit is, for one small fee, we can help you get that car or van you’ve always wanted.

14. __________ Our complete-at-home course, which comes with a supplemental videotape and a workbook, is designed to increase your chances of getting better grades regardless of the subject.
15. Explain and give an example of the “bait and switch” advertising technique.

16. Explain and give an example of the “supermarket special” advertising technique.

17. Explain and give an example of an advertisement that uses “scientific claims.”

18. Explain and give an example of an advertisement that uses “bargain appeals.”

19. List three ways to spot program-length commercials.

20. List two things you can do to protect yourself if you buy something from a program-length commercial.
lesson ten quiz: the influence of advertising

true-false

1.   An “unfinished comparison” in an advertisement provides consumers with incomplete information.
2.   Out-of-stock advertised specials are considered to be an unethical technique.
3.   Credit repair service advertisements may be misleading due to the promises made to consumers in credit trouble.
4.   An infomercial is a type of “bait and switch.”
5.   Comments from buyers of a product in a commercial usually provide useful information.

multiple choice

6.   Advertisements using a well-known person are examples of the _____ advertising technique.
   A. peer approval
   B. unfinished comparison
   C. status
   D. hero endorsement

7.   Books, tapes, and music CDs are commonly sold using:
   A. a perceptual contrast
   B. numerical claims
   C. unfinished comparisons
   D. a negative option

8.   _____ would be an example of an unethical action.
   A. An infomercial
   B. An out-of-context quote

9.   A program-length commercial is commonly called:
   A. “bait and switch”
   B. a perceptual contrast
   C. an infomercial
   D. an action guarantee

10.  The most useful information in an advertisement would be:
    A. the price
    B. comments from production users
    C. a list of product accessories
    D. an endorsement from a well-known person

case application

Recent television programs and commercials have provided information on a new method of cooking to save money, reduce fat, and improve the flavor. This cooking equipment seems to be quite good. What actions should a person take before spending money on this type of product?