

Name _____

Commercial Persuasion Analysis Worksheet

1. What is the advertisement selling or wanting you to do?
2. Who is the target audience? (describe in detail—social class, gender, etc.)
3. What method of persuasion was used? (Check the box below)

	Testimonial	The use of a famous person to endorse a product or service. (Movie stars, sports athletes, etc.)
	Bandwagon	Convincing the audience that everyone is doing it. So if a member of the audience wants to be socially acceptable, they will also do it
	Attractive Models	Convincing the audience that purchasing the product or service will make them attractive too.
	Time/Money Savers	Convincing the audience that purchasing a product or service will save them time or money.
	Fear	Making the consumer feel insecure or unprotected.
	Buzz Words	Popular words or phrases. Quoting Paris Hilton "That's Hot"
	Slogans	Short phrases to help the consumer remember a product.
	Direct Order	Convincing the audience to respond to authority. "You must protect your home and family with brand X smoke detectors."
	Repetition	Repeating a word or phrase to gain the audience's attention.
	Name Calling	Judging the competition. "Brand X detergent makes your whites whiter than brand Y."
	Snob / Popularity Appeal	Appeal for the desire to achieve status.
	Facts and Figures	Statistics about a product or service. "Car Y has the highest government safety rating, five stars"
	Deception	Simplification, half-truths, or exaggerated comments.
	Loaded Words	Words with and emotional appeal.