1. What is the product they are selling?
2. Who do you think they are selling the product to?
3. How did the commercial convince the audience to buy the product?
Watch video over persuasive media techniques

Pathos, Ethos, Logos, 3 Persuasive Techniques

**Pathos:** appeals to your emotion.
Example: Sad puppy advertisements to get you to donate money.

**Ethos:** wants to build trust and credibility for the product by using experts or celebrities (people you can trust).
Examples: Katie Perry uses proactive. 9 out of 10 dentist recommend Colgate toothpaste.

**Logos:** Shares facts about the product to show the buyer that it makes sense (it is logical) to buy the product.
Example: Buy Cheerios because it makes sense to buy a cereal that tastes good and is healthy for you.

Aristotle, a Greek philosopher, created these three categories 2000 years ago.
Head On...

With your table discuss what persuasive technique is being used in this ad. (You have 30 seconds only!)
Practice labeling pathos, logos, and ethos by placing a P, L, or E in the blank:

• P A child is shown covered in bug bites after using an inferior bug spray.

• L Tiger Woods endorses Nike.

• E Sprite Zero is 100% sugar-free.

• L A 32-oz. bottle of Tide holds enough to wash 32 loads.

• P A commercial shows an image of a happy couple riding in a Corvette.

• E Cardiologists recommend Ecotrin more than any other brand of aspirin.

• L Advil Liqui-Gels provide up to 8 hours of continuous pain relief.

• P Miley Cyrus appears in Oreo advertisements.

• L People who need more energy drink Red Bull Energy Drink.

• E A magazine ad shows people smiling while smoking cigarettes.
How does this relate to our Unit Question?

How does learning about persuasive techniques in media relate to our MYP Unit Question?
So what is the answer...

A big part of growing up is learning to make responsible choices. If you are aware of how advertisers influence their audience to either buy something, do something, or believe something, you will not be easily persuaded.
Let’s Practice Analyzing Print Ads
• What persuasive technique does this ad use? How do you know?
• Why would Jackie Chan be a good spokesman for Kaspersky Internet Security?
This print ad uses ethos because there is a celebrity endorsing the product making it credible. The advertisers want you to believe that Jackie Chan would never endorse something that didn’t work! If Jackie Chan says this software will protect my computer, I trust that he knows what he is talking about because he knows about protecting.
• Target Audience:

• A specified audience or demographic group for which an advertising message is designed. The particular group of people the advertisers are trying to persuade.

• Examples: pre-teen boys, dog owners, mothers
Who is the target audience for each cereal box cover?
• What persuasive technique does this ad use? How do you know?

• How does this ad relate to our AOI?

• How does it relate to our MYP Unit Question?
How does learning about persuasive techniques in the media relate to our AOI?

Think about the AOI questions...

1. How do I think and act?
2. How do I look after myself and others?
How does learning about persuasive techniques in the media relate to our AOI?

Persuasive media can influence how I think and act because commercials, print-ads, and public service announcements can persuade or convince me to buy something, do something, or believe in something, which is directly affecting how I am thinking and what I doing.

Being knowledgeable about persuasive media also helps me look after myself. I know that smoking ads and fast food ads try to get me to do something that is unhealthy and not in my best interest, but understanding how those ads persuade me will help me make the right choice for my life.
LYSOL PROTECTION GOES BEYOND GERMS.
Lysol Disinfecting Wipes kills 99.9% of viruses and bacteria to help protect your family.

*When used as directed, on hard non-porous surfaces.

1. What persuasive technique is being used the most? How do you know?
2. Who is the target audience?