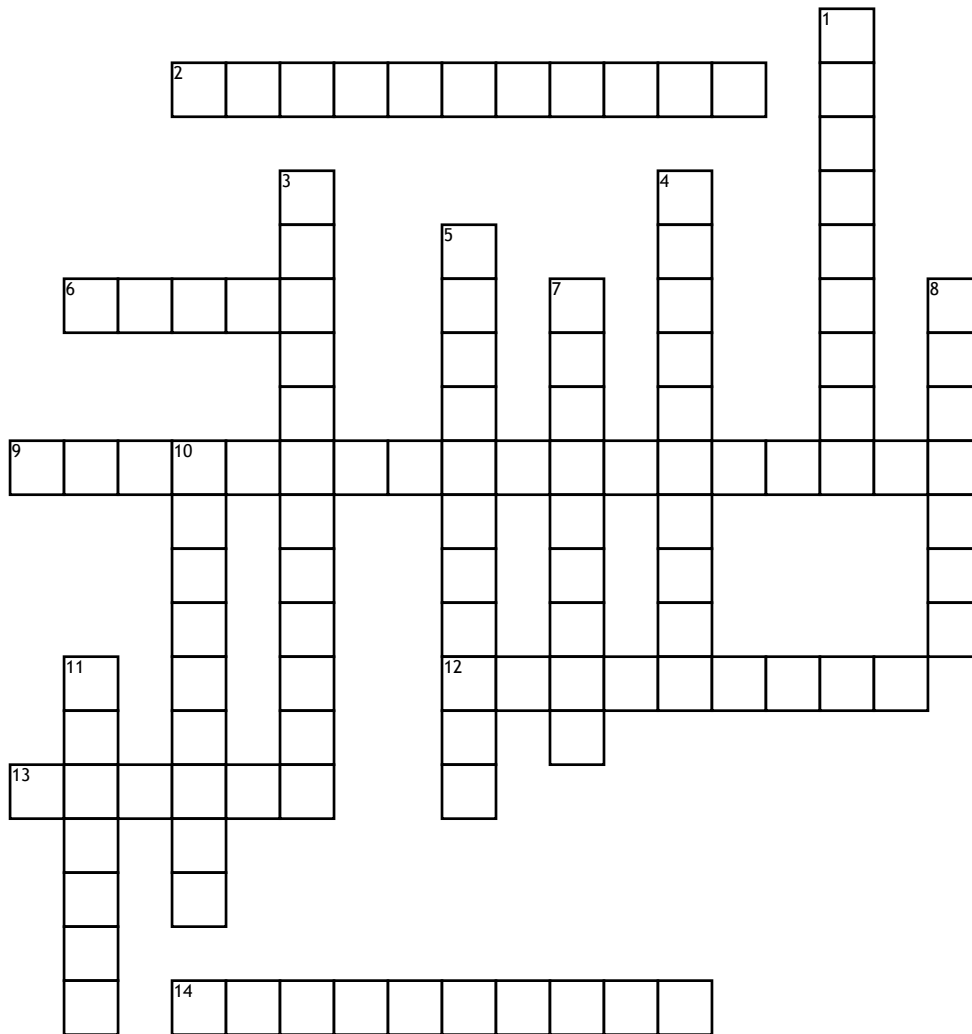


# Media Persuasion Techniques



## Across

2. Implies a link between a product desired by the target audience such as fun, pleasure, beauty, etc. leading consumers to believe that if they purchase the product they will experience the same outcomes.

6. Attracts consumers through laughter/jokes and instills a positive emotion in viewers which they may then transfer to/associate with the product in the future.

9. Gains the trust of consumers to by using scientific props such as charts, graphs, statistics, or lab coats to "prove" the benefit of the product.

12. Hypes a product by including inflammatory language: superlatives (greatest, best, fastest); comparatives (more, better than, fewer calories); and hyperbole/exaggeration (amazing, incredible, forever).

13. places product in an ideal place at the right time

14. Uses "regular people" to sell the product on the assumption that consumers will relate to and believe in people who look and act like themselves.

## Down

1. Suggests that to fit in consumers must purchase the product. Urges consumers to participate like everyone else.

3. Selects only favorable evidence and deliberately provides false context to lead consumers to a desired conclusion or misleading impression about the product

4. Repeats words, sounds, or images to reinforce the benefit of the product.

5. Endorses the product through personal experience of those who have benefitted from them.

7. Uses a famous person to draw extra attention and imply a level of prestige or importance for the product.

8. Uses scientists, doctors, professors, lawyers, and other professionals to lend their credibility to the product

10. Uses creative phrasing to downplay potential negative effects associated with the product.

11. Persuades consumers to buy a product by promising something else in return, such as a discount, rebate, coupon, or free gift. This also includes sales, contests, and special offers

## Word Bank

celebrity

card stacking

experts

humor

bandwagon

intensity

testimonial

repetition

euphemism

timing

bribery

association

scientific evidence

plain folks