

Lights, Camera, Media, Literacy!

Advertising Techniques

- 1) Flattery -
- 2) Exaggeration/hyperbole -
- 3) Appeal to the Senses -
- 4) Bandwagon -
- 5) Positive Appeal -
- 6) Testimonials -
- 7) Product Character -
- 8) Celebrity Endorsement -
- 9) Comparison of Products -
- 10) Fear of Being Left Out -
- 11) Negative Appeal -
- 12) Fear of Being Unprepared -
- 13) Slogan/Jingle -
- 14) Annoyance -
- 15) Absurdity -
- 16) Contradiction -
- 17) Repetition -
- 18) Attention-getting headline -
- 19) Attractive setting -
- 20) Sensory words -
- 21) Humor -
- 22) Snob Appeal -
- 23) Statistics and numbers -
- 24) Information from Experts -
- 25) Scare Tactics -