

Name:

Date:

Period:

Lights, Camera, Media Literacy!

Mass Advertising Stages

Write the name of the correct stage under its description:

Information Stage	Attention Stage	Repetition Stage
Association Stage	Product-Benefit Stage	Motivation Stage
Entertainment Stage	Behavioral Stage	

1) People only bought what they needed. Only product and cost were shown.

2) Borders, white space, and headlines were first used.

3) Due to the Agate Rule, the same information was shown more than once.

4) Pleasant people and pleasant pictures were shown.

5) The benefits of using a product were told.

6) A great result was promised by using the product.

7) Use music or humor to sell products.

8) Scientific studies of buying habits were used.