

Study Guide for Persuasive Speech unit - Thursday, October 29, 2009

Literature 6 - Carroll

Know the definitions of:

Persuasion – the act of convincing or advising

Demographics – a segment of the population used by marketers to determine how to sell goods

Logos (Facts, Statistics) – logical statements used to persuade someone

Ethos (Ethics, Credibility) – the credibility or ethics an advertiser uses to get someone to buy a product

Pathos (Emotional language) – using language to make a person feel a particular way

Strategy – the planning to accomplish a goal

Technique – the method used to do something

Consumer – the person who uses or buys a good

Media – television, newspapers and radio

Campaign – a plan of action to accomplish something

Launch – to begin

Slogan – an advertising phrase used to make a company or product memorable

Fine Print – the legal words put at the bottom of the contract or ad, which may contradict what the consumer expects to get

Image - Picture

Brand – a recognizable type of something; a product or manufacturer

Know the marketing cycle and why each part is important:

Develop a product – what goes into that? –

First the inventor must come up with the basic idea

The inventor may have to look for items that are not currently being produced

The inventor may have to do some research to determine if there is a market for the product being developed.

Develop an example (Prototype) to sell

The inventor must create one example to show to manufacturers and investors to persuade them to help support the new item

Create effective packaging

Why do companies choose the colors, slogans, etc. for their products?

Companies would again research psychology to figure out how to persuade someone to purchase something

Find your demographic – who are you going to sell to and how?

Are you going to think about gender?

Are you going to think about ethnicity (race)?

How do you determine the age range you will sell to?

This is the step where most market research is done

Manufacture your product

Create effective advertising for your demographic

Again the company must think about colors, slogans, etc.

Sell your product

Know how the three elements of a convincing case (logos, pathos, ethos) work together to help advertisers sell products to you.

The traditional persuasive case was first created by the Greeks and included the ideas that in order to persuade someone effectively, you could not argue with them. Instead, the person needs to use facts, credibility and emotional language to truly persuade someone to change his mind.

Know what elements are in a persuasive speech:

Idea or intent of speech

3 – 5 facts or ideas to back up the idea you are selling

Descriptive language that pulls the reader/viewer in

Descriptive images that pull the viewer in

Know the tricks of the advertisers:

Ideal Kids – advertisers use older kids than the toy is marketed to so that kids think they will be able to make the toys do everything the tv kids do. Also, the kids are always happy and excited to have the toys – no one is ever having a bad day.

Amazing Toys – the commercials show the toys doing things that they won't do at home or that require many parts that do not come with the toy.

Celebrity spokespeople – advertisers use sports heroes, actors, singers and other famous people to say that they use the products so that the consumer feels that if he uses the product, the glitter and shine of that product will rub off on him.

Product comparison – advertisers compare their products to another company's product and say why theirs is better.

Bandwagon – advertisers try to convince you that you will be cool like other people if you use the product

Individuality – advertisers try to persuade you that you will be the only one using the product so you are cooler than the average person.