The goal of most media messages is to persuade the audience to believe or do something. Hollywood movies use expensive special effects to make us believe that what we’re seeing is real. News stories use several techniques – such as direct quotation of identified sources – to make us believe that the story is accurate.

The media messages most concerned with persuading us are found in advertising, public relations and advocacy. Commercial advertising tries to persuade us to buy a product or service. Public relations (PR) “sells” us a positive image of a corporation, government or organization. Politicians and advocacy groups (groups that support a particular belief, point of view, policy, or action) try to persuade us to vote for or support them, using ads, speeches, newsletters, websites, and other means. These "persuaders" use a variety of techniques to grab our attention, to establish credibility and trust, to stimulate desire for the product or policy, and to motivate us to act (buy, vote, give money, etc.)

We call these techniques the "language of persuasion." Learning the language of persuasion is an important media literacy skill. Once you know how media messages try to persuade you to believe or do something, you’ll be better able to make your own decisions. Advertising is the easiest starting point: most ads are relatively simple in structure, easily available, and in their original format. Media literacy beginners are encouraged to learn the language of persuasion by examining ads. Keep in mind that many media messages, such as television commercials, use several techniques simultaneously.

### Basic persuasion techniques

1. **Bandwagon**: Many ads show lots of people using the product, implying that “everyone is doing it” (or at least, “all the cool people are doing it”). No one likes to be left out or left behind, and these ads urge us to “jump on the bandwagon.” Politicians use the same technique when they say, "The American people want..." How do they know?

2. **Beautiful People**: This technique uses good-looking models (who may also be celebrities) to attract our attention. This technique is extremely common in ads, which may also imply (but never promise!) that we’ll look like the models if we use the product.

3. **Bribery**: This technique tries to persuade us to buy a product by promising to give us something else, like a discount, a rebate, a coupon, or a "free gift." Sales, special offers, contests, and sweepstakes are all forms of bribery. Unfortunately, we don’t really get something for free -- part of the sales price covers the cost of the bribe.

4. **Celebrities**: We tend to pay attention to famous people. That’s why they’re famous! Ads often use celebrities to grab our attention. By appearing in an ad, celebrities implicitly endorse a product; sometimes the endorsement is explicit. Many people know that companies pay celebrities a lot of money to appear in their ads (Nike’s huge contracts with leading athletes, for example, are well known) but this type of testimonial still seems to be effective.

5. **Experts**: We rely on experts to advise us about things that we don’t know ourselves. Scientists, doctors, professors and other professionals often appear in ads and advocacy messages, lending their credibility to the product, service, or idea being sold. Sometimes, Plain folks can also be experts, as when a mother endorses a brand of baby powder or a construction worker endorses a treatment for sore muscles.

Source: http://medialiteracyproject.org/language-persuasion
6. **EXPLICIT CLAIMS**: Something is “explicit” if it is directly, fully, and/or clearly expressed or demonstrated. For example, some ads state the price of a product, the main ingredients, where it was made, or the number of items in the package – these are explicit claims. So are specific, measurable promises about quality, effectiveness, or reliability, like “Works in only five minutes!” Explicit claims can be proven true or false through close examination or testing, and if they’re false, the advertiser can get in trouble. It can be surprising to learn how few ads make explicit claims. Most of them try to persuade us in ways that cannot be proved or disproved.

7. **FEAR**: This is the opposite of the Association technique. It uses something disliked or feared by the intended audience (like bad breath, failure, high taxes or terrorism) to promote a “solution.” Ads use fear to sell us products that claim to prevent or fix the problem. Politicians and advocacy groups stoke our fears to get elected or to gain support.

8. **HUMOR**: Many ads use humor because it grabs our attention and it’s a powerful persuasion technique. When we laugh, we feel good. Advertisers make us laugh and then show us their product or logo because they’re trying to connect that good feeling to their product. They hope that when we see their product in a store, we’ll subtly re-experience that good feeling and select their product. Advocacy messages (and news) rarely use humor because it can undermine their credibility; an exception is political satire.

9. **INTENSITY**: The language of ads is full of intensifiers, including superlatives (greatest, best, most, fastest, lowest prices), comparatives (more, better than, improved, increased, fewer calories), hyperbole (amazing, incredible, forever), exaggeration, and many other ways to hype the product.

10. **PLAIN FOLKS**: This technique works because we may believe a “regular person” more than an intellectual or a highly-paid celebrity. It’s often used to sell everyday products like laundry detergent because we can more easily see ourselves using the product, too. The plain folks technique strengthens the down-home, “authentic” image of products like pickup trucks and politicians. Unfortunately, most of the “plain folks” in ads are actually paid actors carefully selected because they look like “regular people.”

11. **TESTIMONIALS**: Media messages often show people testifying about the value or quality of a product, or endorsing an idea. They can be experts, celebrities, or plain folks. We tend to believe them because they appear to be a neutral third party (a pop star, for example, not the lipstick maker, or a community member instead of the politician running for office.) This technique works best when it seems like the person “testifying” is doing so because they genuinely like the product or agree with the idea. Some testimonials may be less effective when we recognize that the person is getting paid to endorse the product.

**Intermediate persuasion techniques**

1. **THE BIG LIE**: According to Adolf Hitler, one of the 20th century’s most dangerous propagandists, people are more suspicious of a small lie than a big one. The Big Lie is more than exaggeration or hype; it’s telling a complete falsehood with such confidence and charisma that people believe it. Recognizing The Big Lie requires “thinking outside the box” of conventional wisdom and asking the questions other people don’t ask.

2. **FLATTERY**: Persuaders love to flatter us. Politicians and advertisers sometimes speak directly to us: "You know a good deal when you see one." "You expect quality." "You work hard for a living." "You deserve it." Sometimes ads flatter us by showing people doing stupid things, so that we’ll feel smarter or superior. Flattery works because we like to be praised and we tend to believe people we like. (We’re sure that someone as brilliant as you will easily understand this technique!)
3. **Glittering Generalities:** This is the use of so-called “virtue words” such as civilization, democracy, freedom, patriotism, motherhood, fatherhood, science, health, beauty, and love. Persuaders use these words in the hope that we will approve and accept their statements without examining the evidence. They hope that few people will ask whether it’s appropriate to invoke these concepts, while even fewer will ask what these concepts really mean.

4. **Name-Calling:** This technique links a person or idea to a negative symbol (liar, creep, gossip, etc.). It’s the opposite of Glittering generalities. Persuaders use Name-calling to make us reject the person or the idea on the basis of the negative symbol, instead of looking at the available evidence. A subtler version of this technique is to use adjectives with negative connotations (extreme, passive, lazy, pushy, etc.) Ask yourself: Leaving out the name-calling, what are the merits of the idea itself?

5. **New:** We love new things and new ideas, because we tend to believe they’re better than old things and old ideas. That’s because the dominant culture in the United States (and many other countries) places great faith in technology and progress. But sometimes, new products and new ideas lead to new and more difficult problems.

6. **Nostalgia:** This is the opposite of the New technique. Many advertisers invoke a time when life was simpler and quality was supposedly better (“like Mom used to make”). Politicians promise to bring back the “good old days” and restore "tradition." But whose traditions are being restored? Who did they benefit, and who did they harm? This technique works because people tend to forget the bad parts of the past, and remember the good.

7. **Rhetorical Questions:** These are questions designed to get us to agree with the speaker. They are set up so that the “correct” answer is obvious. (“Do you want to get out of debt?” “Do you want quick relief from headache pain?” and “Should we leave our nation vulnerable to terrorist attacks?” are all rhetorical questions.) Rhetorical questions are used to build trust and alignment before the sales pitch.

8. **Scientific Evidence:** This is a particular application of the Expert technique. It uses the paraphernalia of science (charts, graphs, statistics, lab coats, etc.) to “prove” something. It often works because many people trust science and scientists. It’s important to look closely at the “evidence,” however, because it can be misleading.

9. **Simple Solution:** Life is complicated. People are complex. Problems often have many causes, and they’re not easy to solve. These realities create anxiety for many of us. Persuaders offer relief by ignoring complexity and proposing a Simple solution. Politicians claim one policy change (lower taxes, a new law, a government program) will solve big social problems. Advertisers take this strategy even further, suggesting that a deodorant, a car, or a brand of beer will make you beautiful, popular and successful.

10. **Symbols:** Symbols are words or images that bring to mind some larger concept, usually one with strong emotional content, such as home, family, nation, religion, gender, or lifestyle. Persuaders use the power and intensity of symbols to make their case. But symbols can have different meanings for different people. Hummer SUVs are status symbols for some people, while to others they are symbols of environmental irresponsibility.

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