

Review Sheet for Mass Media Advertising Exam

I. Ten Common Advertising Techniques

- a. Appeal to the senses – advertisers get your attention quick. Could use a striking image that makes you look twice.
- b. Glittering generalities – make product seem more appealing – overstates the impact the product will have on your life
- c. Bandwagon – appeals to someone's desire to be popular or be part of a crowd – appeals to our desire to fit in
- d. Snob appeal – appeals to a person's desire to be wealthy and glamorous
- e. Simple Folks – opposite of snob appeal – caters to ordinary people trying to be ordinary people – these products will be practical, inexpensive, and seen as a good value
- f. Cutting Edge – opposite of bandwagon – appeals to someone's desire to be the first person to own something
- g. Testimonial – uses a famous personality to endorse a product
- h. Transfer – whatever happens to the people in the commercial will happen to you
- i. Statistics – uses statistics or facts and figures to lend credibility to the product – establishes a product's superiority
- j. Omission – focuses only on the positive benefits of a product and not the negative – doesn't tell the whole truth

II. Advertising Mediums

- a. Traditional advertising – you see and hear it – TV, billboards, magazines, radio
- b. Non-traditional advertising – more subtle – product placement in movies, television programs

III. Choosing Strong Words

- a. Connotation – any emotional or imaginative associations the word may create in addition to the strict dictionary definition
- b. Denotation – strict dictionary definition of a word
- c. Strong verbs – show action – create a strong mental picture
- d. Strong adjectives – describes a noun – creates an appealing mental picture