PERSUASIVE METHODS IN ADVERTISING VIA SLIDESHARE

IN VIEWING THE SLIDESHARE PRESENTATION, ANSWER THE FOLLOWING QUESTIONS:

1. In addition to the propaganda techniques we have learned, there are other types of persuasion. List the 6 methods from this Slideshare presentation and explain how each works.

- 2. The Slideshare provides several examples of print ads. For each ad, explain how the purpose and audience in linked to the method chosen.
 - a. A Diamond is Forever

b. Got Milk?

c. Canon

- d. Target
- e. Seaport
- f. Don't Drink Yourself Fat
- g. Coke
- h. Anti-aging skincare
- i. Bayer
- j. Classes USA
- k. Macdonalds
- l. Peta
- m. OMG
- n. Pedigree