

# Interpreting Advertisements

## UNDERSTANDING ADVERTISING

Advertising persuades people to buy a product. Study the six advertising tools that are described below. Match the “Advertisement Descriptions” with the correct “Advertising Tools.”



### ADVERTISEMENT DESCRIPTIONS

- \_\_\_\_\_ 1. The product is in the foreground. In the background, the American flag is flying and the *Star Spangled Banner* is playing.
  
- \_\_\_\_\_ 2. A young woman in a beautiful dress is enjoying a night on the town after using the product.
  
- \_\_\_\_\_ 3. A crowded sidewalk photograph shows two out of every three people wearing the product.
  
- \_\_\_\_\_ 4. A popular actor is holding a product and smiling.
  
- \_\_\_\_\_ 5. An average family is sitting around the dinner table using the product.
  
- \_\_\_\_\_ 6. The ad points out that the product is well made, easy to use, and powerful. It does not say that it is also expensive and requires special wiring.

### ADVERTISING TOOLS

- A. **Hero Worship:** The famous person in this ad uses this product. Therefore, others will also want to use it.
  
- B. **Appealing to Emotions:** Using this product will help viewers to feel the same emotions as the people in the ad.
  
- C. **Card Stacking:** These types of ads show many positive points about a product. The negative points are omitted or covered up.
  
- D. **Association:** Looking at an unrelated, positive item will give viewers positive thoughts about the product.
  
- E. **Bandwagon:** Since almost everyone else is using this product, those not using it will be left out.
  
- F. **Plain Folks:** The product is used by average people, so owning it is natural.