Advertising Devices

**glittering generalities** – using “glittering” general words that sound good but don’t mean much or that mean too many things to be specific.

**name calling** – giving a competing product a bad name, putting it down, discussing it, or describing it negatively.

**transfer -**  “borrowing” the approval of church and government or other respected institutions.

**testimonial –** having a famous or ordinary person speak for a product.

**bandwagon –** trying to convince you that everyone is buying it, so you should, too – or you will be left behind!

**appeal to science –** having doctors, dentists, scientists speak for the product or test it – also throwing statistics, figures, and scientific explanations at the reader.

**card stacking –** mentioning only the good things about a product.

**plain folks –** convincing you, through words or pictures, that a product it for plan folks, just like you.

**avante garde** – the suggestion that using this product puts the user ahead of the times; for example, a toy manufacturer encourages kids to be the first on their block to have a new toy (or an adult, the newest phone).

**weasel words –** “weasel words” are used to suggest a positive meaning without actually really making any guarantee; for example, a scientist says that a diet product might help you lose weight in the way that it helped him lose weight. “Might” is the weasel word here.

**magic ingredients –** the suggestion that some almost miraculous discovery makes the produce exceptionally effective.

**patriotism –** the suggestion that purchasing this product shows your love of your company.

**diversion –** diversion seems to tackle a problem or issue, but then throws in an emotional non-sequitor or distraction; for example, a tobacco company talks about health and smoking but then shows a cowboy smoking a rugged cigarette after a long day of hard work.

**snob appeal –** the suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style.

**bribery –** bribery seems to give a desirable extra something. We humans tend to be greedy; for example, buy a burger and get free fries.

**wit and humor –** customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language.

**simple solutions –** avoid complexities, and attack many problems with one solution; for example, buy this makeup and you will be happy, popular, and attractive.

Eight Basic Needs on which Advertisers Capitalize

**security –** Everyone wants to be secure – to have enough money, to be safe, to be surrounded by familiar things.

**reassurance of worth –** People want to know that they are important, special, and worth something to someone.

**ego –** Most people want to feel that they are better at something than someone else, that they are admired, and that they are successful.

**creativity –** Most people want to feel creative, or to be thought of as creative, or to feel as though they can learn to be creative, imaginative, and talented.

**power –** Most people desire power of some kind.

**love objects –** Most people need someone to desire, to admire, to have fantasies about, or they want to be that someone who is desired, admired, or fantasized about.

**immortality –** Most people are afraid of dying and of being forgotten. They want to be young, to think young, to live as long as possible, and to be remembered.

**roots / family –** Most people feel the need for connection to family. People want to feel as thought they are taking care of their families. People also want roots, heritage, and a feeling of belonging to the whole human race. The good old days, relatives, traditions, and family trees are important.

**Project instructions:**

Working collaboratively with a small group or one your own and using my stack of magazines, find examples of print advertisements that illustrate **ten** of the seventeen **advertising devices** and **six** of the eight **basic needs**. One ad may illustrate multiple advertising devices and basic needs, but you will definitely need to find multiple print ads to hit these totals.

For each print ad that you select, cut it out (neatly!) and tape or glue it to a piece of large computer paper. Use arrows to label each of the devices or needs that you identify in that ad. For each “item” that you identify in the ad, write and highlight the name of the device or need and then write the definition / description of the device or need and a short explanation of how this item that you are pointing to exemplifies this item. Label each sheet with the date and publication name (i.e. – Glamour – May 2016).

Next, record the “item” on the recording sheet. If you are working in a group, you should produce ONE set of labeled print advertisements but each member of the group should fill out their own recording sheet.

timeline:

work in class on Tuesday and Wednesday (4/11 and 4/12) – due at the start of class on Thursday (4/13)

**Print Advertising Project – Recording Sheet Name:**

Advertising Devices – Must Find Ten

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| source (publication, date, and what is being advertised)  | name of advertising device being used in this print ad |
| *example: Glamour – May 2016 – Revlon makeup* | *Testimonial* |
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Basic Needs – Must find six

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| source (publication, date, and what is being advertised)  | name of basic need being used in this print ad |
| *example: Glamour – May 2016 – Revlon makeup* | *Love Object* |
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