

# Media Awareness

## Unit 3 - Business Project

They're after your brains. Companies have declared war on your mind, and they're winning by a landslide. Every day, they assault our senses with ads on the Internet, radio, TV, and billboards. But you can fight back...with knowledge! Below are techniques that advertisers use to turn your grey matter into mush so you'll buy their stuff.

<b>Name of Technique</b>	<b>Description</b>
Avant Garde	The suggestion that using this product puts the user ahead of his or her time
Bandwagon	"Everyone else is doing it;" the suggestion to fit in
Facts and Figures	Statistics and objective information is used to prove the superiority of the product
Glittering Generalities	"Weasel words" are used to suggest a positive meaning without actually making any guarantee
Hidden Fears	The suggestion that this product will protect the user from damage
Magic Ingredients	The suggestion that some almost miraculous discovery makes the product effective
Patriotism	The suggestion that purchasing the product means you love America or will show your patriotism.
Plain Folks	The suggestion that the product is a practical product of good value for ordinary people.
Snob Appeal	The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous lifestyle
Transfer	Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user
Testimonial	A famous personality is used to endorse a product
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