

## Persuasion in Advertising

Consider:

- ▶ Why do you buy what you buy?
- ▶ Who uses images to persuade?
- ▶ What are some of their reasons for doing so?

For the following images use these criteria to consider the advertisement:

- ▶ What is their target audience?
- ▶ What are they trying to persuade us to do?
- ▶ What is the ad saying to the audience?
- ▶ Why is this persuasive to the audience?

Slide 4:

Slide 5:

Slide 6:

Slide 7: