

## MEDIA LITERACY - A BODY OF ADS

The following is a list of the basic types of appeals and claims that advertisers use to motivate consumers to purchase and use their products.

### **Assignment:**

After tracing and trimming the outline of one of your group members, collect at least 40 different magazine advertisements on this list. Be sure to examine images, focal point, and the copy for claims, slogans, and appeals. Attach your ads to the body cut-out. If possible, attach products in relation to appropriate body parts. Leave no empty space on your cut-outs. Label your ads (with permanent marker) with the name corresponding to the matching claim.

You may also borrow from Marshall McLuhan and include any media that is an extension of the senses and any media that “is” your culture.

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|--------------------------------------|----------------------------------------------|-------------------------------------|
| 1. Sex appeal                        | 24. Fear of Death                            | 47. Natural                         |
| 2. Sex object                        | 25. Fear of Injury                           | 48. Slogan                          |
| 3. Sexual Innuendo                   | 26. Fear of Ill Health                       | 49. Play on words                   |
| 4. Snob Appeal                       | 27. Fear of Embarrassment                    | 50. Symbol                          |
| 5. Luxury                            | 28. Fear for one's<br>children/parental fear | 51. Gender oriented                 |
| 6. A famous person says              | 29. Desire to be loved                       | 52. Masculinity                     |
| 7. An expert says                    | 30. Desire to be accepted                    | 53. Femininity                      |
| 8. Plain folks                       | 31. Desire to be admired                     | 54. Subliminal                      |
| 9. Happy family                      | 32. Humor appeal                             | 55. Shockvertising                  |
| 10. Warm and fuzzy                   | 33. Romantic appeal                          | 56. Cross promotion                 |
| 11. Bandwagon                        | 34. Pleasure appeal                          | 57. Product placement               |
| 12. We're #1                         | 35. Youth appeal                             | 58. Plinking/QR code                |
| 13. Scientific /Statistical          | 36. Appeal to adventure                      | 59. Social networking<br>connection |
| 14. Special ingredients              | 37. Appeal to the senses                     |                                     |
| 15. Compliment the<br>consumer       | 38. Fashion                                  |                                     |
| 16. Rhetorical question              | 39. Beauty                                   |                                     |
| 17. Weasel words                     | 40. Health                                   |                                     |
| 18. Unfinished claim                 | 41. Emotional words                          |                                     |
| 19. Oversimplification               | 42. Flag waving/patriotism                   |                                     |
| 20. Special offer/free or<br>bargain | 43. Name calling                             |                                     |
| 21. New and improved                 | 44. Card stacking                            |                                     |
| 22. Convenience                      | 45. Repetition                               |                                     |
| 23. Scarcity                         | 46. Environmental /<br>“green” living        |                                     |