

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 30 different advertisements on this list from any magazine. 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 number 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. Weasel Words | 22. Desired to be Loved | 43. Shockvertising |
| 2. Appeal to the senses | 23. Desired to be Accepted | 44. Warm and Fuzzy |
| 3. Happy Family | 24. Desire to be Admired | 45. Emotional Words |
| 4. An Expert Says | 25. Fear of Embarrassment | 46. Name Calling |
| 5. A Famous Person Says | 26. Fear of Ill Health | 47. Plain Folks |
| 6. Adventure | 27. Appeal of Pleasure | 48. Card-stacking |
| 7. Snob Appeal | 28. “Sex-Appeal” | 49. Repetition |
| 8. Youth Appeal | 29. “Sex Object” | 50. Luxury |
| 9. Symbols | 30. Fear of Death | |
| 10. Rhetorical Question | 31. Fear of Injury | |
| 11. Scarcity | 32. Compliment the Consumer | |
| 12. Statistics | 33. New and Improved | |
| 13. Environmental | 34. Slogan | |
| 14. Romantic Appeal | 35. We’re Number 1 | |
| 15. Humor | 36. Bandwagon | |
| 16. Fashion | 37. Special Offer/Free or Bargain | |
| 17. Convenience | 38. Too fat –too thin | |
| 18. Play on Words | 39. Superior Technical Performance | |
| 19. Beauty | 40. Subliminal | |
| 20. Masculinity | 41. Unfinished Claim | |
| 21. Femininity | 42. Gender Oriented | |