

MEDIA LITERACY  
ADVERTISING ASSIGNMENT

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:**

Collect a total of 30 Advertisements on this list from any magazine. Staple an index card to each ad. Briefly explain how the ad uses each appeal. An advertisement may use more than one type of appeal. If you choose to use one ad for more than one type of appeal please explain on the same card. Be sure to examine image, focal point, and the copy for claims, slogans, etc.

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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                |                     |