

Name _____ Date _____ Class Period _____

Advertising Messages

Select a product advertisement and using it fill in the questionnaire below.
Share your results with the class.

The concepts advertisers use in designing ad campaigns: **Attention, Interest, Desire, and Action.**
The Five Propaganda Techniques that advertisers use: **Bandwagon, Testimonial, Transfer, Repetition, and Emotional Words.**

<p>Name of the Product</p>	
<p>Attention How does it to get your attention?</p>	
<p>Interest What is used to grab your interested?</p>	
<p>Desire What is used to make you want to own the product?</p>	
<p>Action What is used to make you want to buy the product very soon?</p>	
<p>Does the ad work? Would you buy this product? Why or why not?</p>	
<p>Propaganda Techniques Which Propaganda Technique or Techniques was used in you advertisement? Explain.</p>	