

Media Influences

Unit Goals and Objectives

- ▶ **Review** common advertising techniques.
- ▶ **Review** methods used by advertisers to influence consumer choices.
- ▶ **Identify** and **analyze** techniques commonly used to advertise cigarettes and alcoholic beverages.
- ▶ **Recognize** automatic responses to advertisements.
- ▶ **Discuss** alternative ways of responding to ads in order to resist ad pressures.



What is Media?

- ▶ **Media** is forms of communication, publications or broadcasts; modes of artistic expression or communication.



What is a Target Market?

- ▶ A **target market** is a group of people who are most likely to buy a particular product or service.



Advertising Techniques

- ▶ **Stated** message
- ▶ **Implied** or **hidden** message



Common Advertising Techniques

- ▶ Celebrity Endorsement
- ▶ Bandwagon Appeal
- ▶ Romance/Sex Appeal
- ▶ Maturity/Sophistication
- ▶ Fun/Relaxation
- ▶ Popularity
- ▶ Voice of Authority
- ▶ Scientific Evidence
- ▶ Comparison Tests and Opinion Polls
- ▶ Demonstration
- ▶ The “Deal” Appeal

White Claw Ad

- ▶ What is the target market (age group or type of person)?
- ▶ What is the ad's stated message?
- ▶ What techniques are used in the ad?
- ▶ Were any techniques used to target teens specifically?



Juul Ad

- ▶ What is the target market (age group or type of person)?
- ▶ What is the ad's stated message?
- ▶ What techniques are used in the ad?
- ▶ Were any techniques used to target teens specifically?



Techniques for Resisting Media Influence

Ask yourself

- ▶ Did the ad convince me that I would be a better or happier person or improve myself in some way by using that product?
- ▶ Do I feel that I would be more attractive to others if I followed the ad's advice?
- ▶ Do I feel that if I ignore the ad, I will lose status with my friends or that something bad will happen?
- ▶ Are the ads' messages about the target market true?



Reflection

- ▶ Be aware of advertiser's techniques when you see or hear an ad.
- ▶ Identify the target audience.
- ▶ Identify and analyze the techniques being used.
- ▶ Ask yourself how you will respond to the ad.

