

Persuasion Techniques

Name calling or innuendo- Puts down another brand, candidate, or product. Creates a negative attitude; hints or implies; uses loaded, emotional, or slanted language.

Glittering Generalities -Talks generally about a product without giving the consumer any specific information. For ex. "New and Improved!"; Tells only part of the truth; generalizing from a shred of evidence

Bandwagon- suggests that using this product will make you popular, one of the crowd, like everyone else. Creates a desire to join a large group satisfied with the idea; making one feel left out if not with the crowd

Testimonials-using the declaration of a famous person or authoritative expert to give heightened credibility

Appeal to prestige, snobbery, or plain folks-using a spokesperson who appeals to the audience: a well-known or appealing person the audience wants to emulate, a person like the audience members with whom they can identify, a person whose lifestyle appeals to the audience.

Appeal to emotions- connecting with emotions: loyalty, pity, or fear; love of family, peace, or justice.

Card-Stacking- using a lot of facts to impress the buyer