

Advertising Techniques

- Hidden/Overt messages
 - Humour
 - Repetition
 - Provocation of an emotional response e.g fear, guilt, worry, excitement etc
 - Catchy slogan
 - Catchy/recognisable music
 - Celebrity
 - Clever narrative
 - Fantasy and surrealism
 - Reference to sex (explicit or implicit) - makes the product more memorable
 - Intertextuality - reference to a popular media text legitimises the product and makes the audience feel intellectual pleasure at recognising the reference made.
-
- PSYCHOLOGICAL AUDIENCE TARGETTING METHODS - persuasive techniques: **identification and imitation; needs; emulation and envy; group identity; reward; fear; self perception; social position**

Lines of appeal

- Happy families
- Rich, luxurious lifestyles
- Dreams and fantasy
- Successful romance / love
- Glamorous places
- Beautiful women
- Feelings of guilt and worry
- Success in career
- Art or culture