

Name _____ Period _____ Date _____

Advertising: What Are They Trying to Sell You?

Companies use various techniques to make their products seem desirable. We will be exploring how advertising is used to influence consumers by observing commercials, what they are advertising, and what methods are used. This will help us understand advertising's effect on the mind and behavior.

Each person will view one hour of television. During that time, students must record information on the following topics.

Type of programming: comedy, drama, animation, etc.

List of products being advertised and number of times they are advertised:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Target audience:

Methods of advertising (example: humor, thrill, fear, etc.):

Misleading information:

Effectiveness:

Obviously, billions of dollars would not be spent on advertising every year if it were not effective. Using the various concepts on motivation and emotion, explain why advertising is effective and how companies use it so that it has the greatest impact.

* This should be one hour of regular television, not YouTube, Hulu, etc.

* The final question must be answered in a paragraph of at least 5 sentences.