

ADVERTISING LANGUAGE

(source: <http://www.authorstream.com/Presentation/johneldr-122550-language-advertising-geed-geed162advert-entertainment-ppt-powerpoint/>)

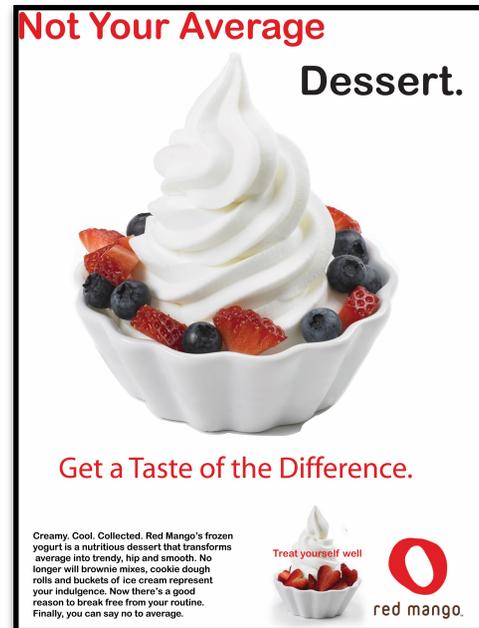
Find the best available print advertisement for each language technique used to persuade consumers and place it in the appropriate box, and then explain **how** it demonstrates that technique (e.g. what are the weasel words in this ad?).



WEASEL CLAIMS

A weasel word is one that negates a positive claim, but ideally without you noticing it.

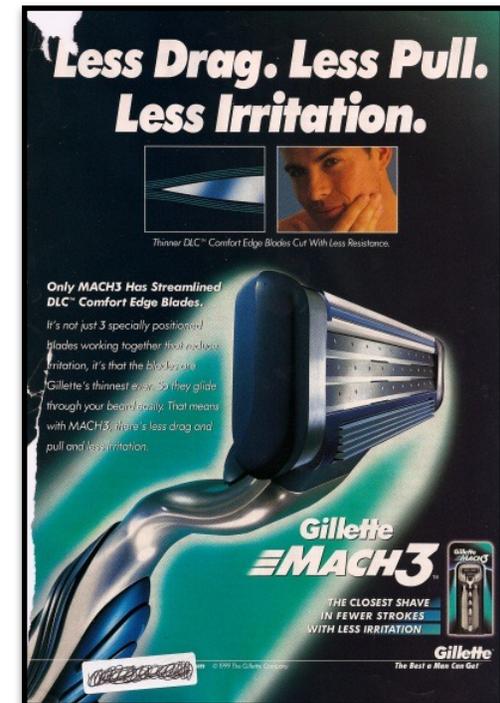
What are the weasel word(s)?



WEASEL CLAIMS #2

A weasel word is one that negates a positive claim, but ideally without you noticing it.

What are the weasel word(s)?



WEASEL CLAIMS #3

A weasel word is one that negates a positive claim, but ideally without you noticing it.

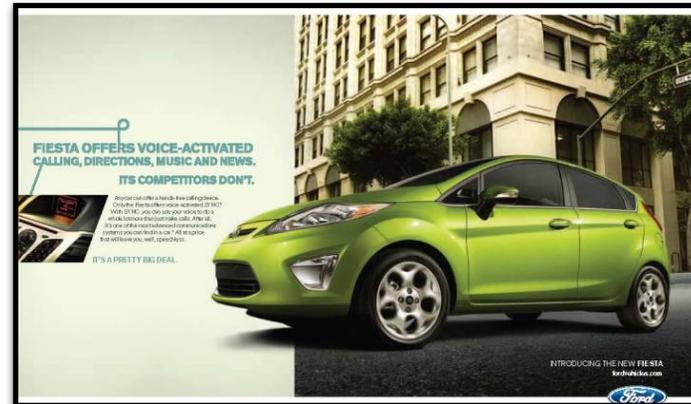
What are the weasel word(s)?

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UNFINISHED CLAIMS

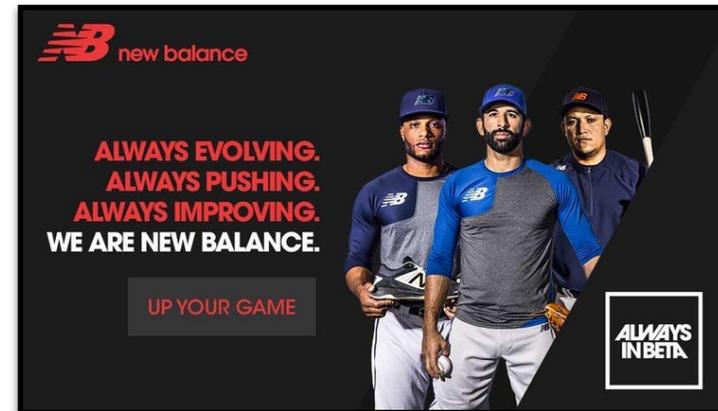
The unfinished claim is one in which the ad claims the product is better, or has more of something, but does not finish the comparison. "ARKON gives you more." "You can be sure if it's ELGO." "PILKO --150% better, 150% cleaner. "



"WE'RE DIFFERENT AND UNIQUE" CLAIMS

This kind of claim states that there is nothing else like the product being advertised: BEAUT: There's no other lipstick like it. Only AMPO has this unique sound system. ERGO: In a class of its own.

What are the "different and unique" claims?

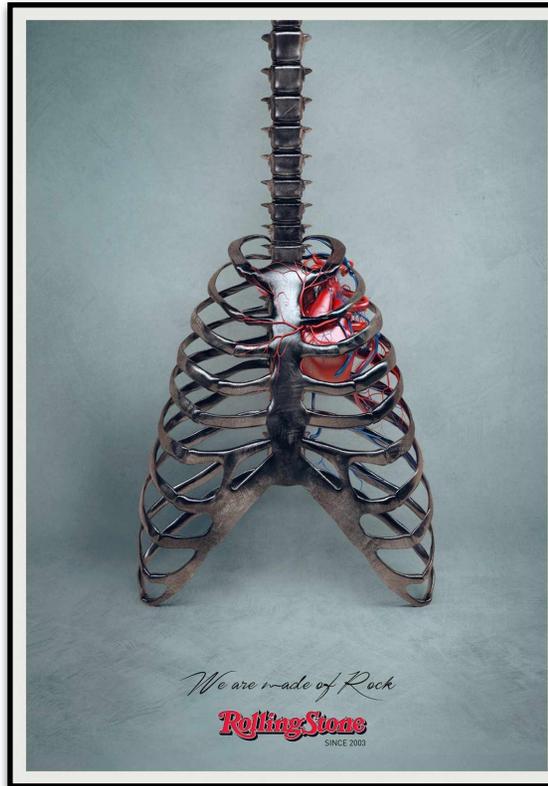


"WATER IS WET" CLAIMS

"Water is wet" claims say something that is actually true for any example of a category. Schrank's water is really wet. PILSO, the natural beer - made from grains and water. BEAUSKIN – a perfume that smells differently on everyone.

What are the "water is wet" claims?

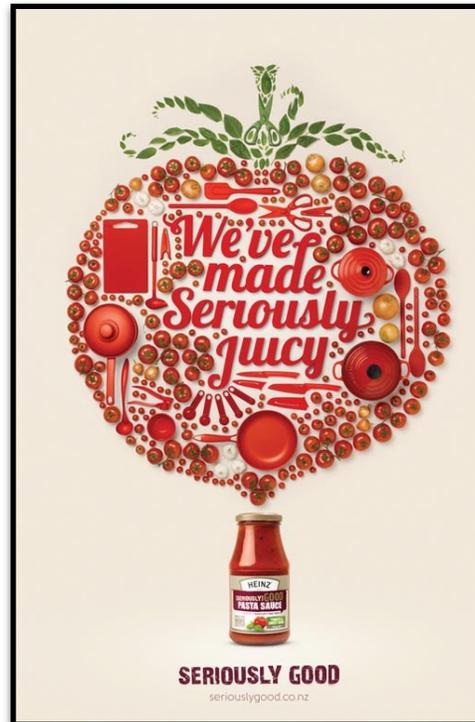
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“SO WHAT” CLAIMS

This is the kind of claim to which the careful reader will react by saying "So What?" A claim is made which may be true but which might or might not give an advantage: "Geritol has more than twice the iron of ordinary supplements." "Campbell's gives you tasty pieces of chicken and not one but two chicken stocks." The latest DELL computer – a choice of four different colours!

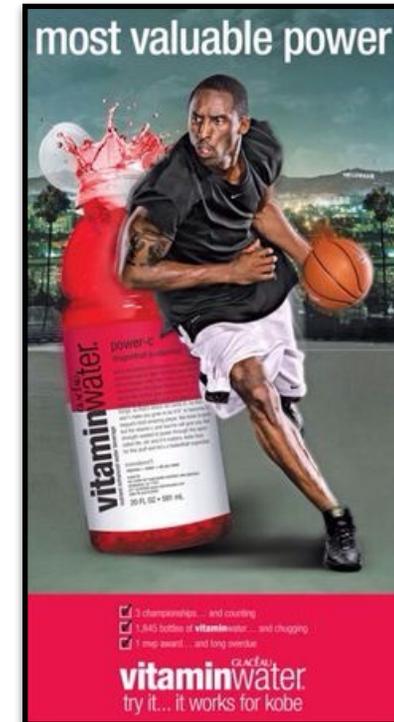
What are the “so what” claims?



VAGUE CLAIMS

The vague claim is simply not clear. The key to the vague claim is the use of words that are colorful but meaningless: "For skin like peaches and cream." "Winston tastes good like a cigarette should."

What are the “vague” claims?



TESTIMONIALS

A celebrity or ‘authority’ appears in an ad. Sometimes the people will actually claim to use the product, but very often they don't.

How is this an example of a testimonial?

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SCIENTIFIC OR STATISTICAL CLAIMS

This kind of ad uses some sort of scientific proof or experiment, very specific numbers, or an impressive sounding mystery ingredient: "Easy-Off has 33% more cleaning power than another popular brand." (The claim does not say Easy-Off works 33% better.) "Special Morning--33% more nutrition." (Also an unfinished claim.) "Sinarest. Created by a research scientist who actually gets sinus headaches." (also a testimonial)

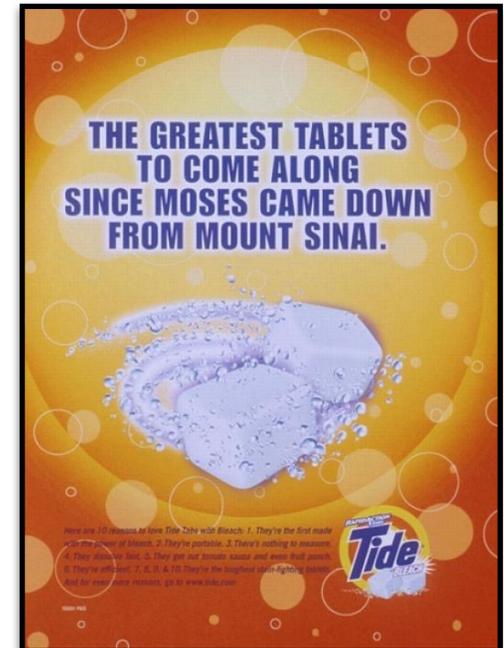
What are the "scientific or statistical" claims?



RHETORICAL QUESTIONS A

question is asked and the viewer or listener is supposed to answer in such a way as to agree: "Plymouth--isn't that the kind of car America wants?" "Shouldn't your family be drinking Hawaiian Punch?"

What is the rhetorical claims?



HYPERBOLE Exaggeration, often by use of adjectives and adverbs. Frequent use of evaluative adjectives and adverbs, e.g: new, clean, white, real, fresh, right, natural, big, great, slim, soft, wholesome, improved ...

What is the example of "hyperbole" claims?

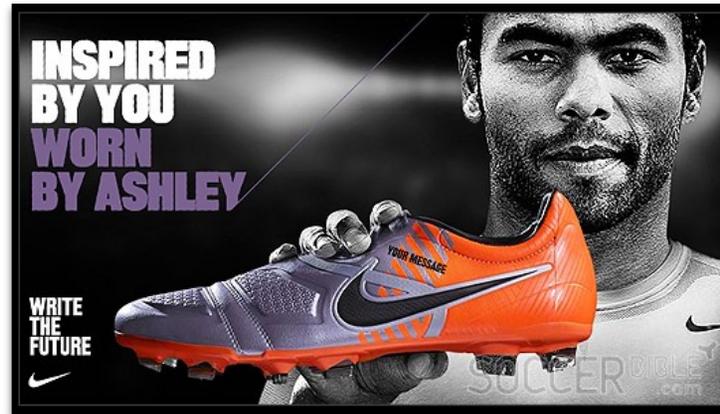
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GLAMOURISATION

"Old" houses become charming, characterful, old world or unique. "Small" houses become compact, bijou, snug or manageable. Houses on a busy road become convenient for transport. A café with a pavement table becomes a trattoria. The product itself is referred to as "compact" rather than "small."

Where is the "glamourisation" in the ad?



"COMPLIMENT THE CONSUMER" CLAIMS

Samples of the "Compliment the Consumer" Claim: "We think a cigar smoker is someone special." "If what you do is right for you, no matter what others do, then RC Cola is right for you." "You pride yourself on your good home cooking...."

Where is the "compliment" in this ad?



AVOIDANCE OF NEGATIVES

Advertising normally emphasizes the positive side of a product.

How is this ad focused on the "positive side"? What would the "negative side" be?