

## Persuasion and Advertising Exercise

*Analyze 2 or more of the ads that your group brought in. Use this space to write notes for each ad. You'll be asked to share your thoughts with the class, but can keep your notes.*

1. Which aspect(s) of attitudes is this ad trying to change (affective, cognitive, behavioral)? Do you think this is a good strategy? Why?
2. What kinds of emotions does this ad arouse? How might this emotion affect the viewer's attitudes? Do you think this is effective?
3. Who is the target audience for this ad? What are the motivation/ability characteristics of the target audience?
4. What route of persuasion (peripheral/heuristic or central/systematic) did the advertisers use? Specifically, which central and/or peripheral cue(s) did they use?
5. How would you go about changing the ad for a different target audience? For a different route of persuasion?