

POWER OF PERSUASION

Look at the vocabulary and examples below. Create your own commercial for an object using as many of the techniques below as you can. Make a video of your commercial, and have students from class try to guess which concepts are being demonstrated.

Vocabulary	Example	Example from your commercial
Central Route of Persuasion	I will quit smoking because there is lots of data showing that cigarettes cause cancer	
Peripheral Route of Persuasion	I will buy that fragrance because a sexy celebrity is promoting it	
Prior Commitment	I previously agreed to wear that candidate's button, so I will vote for them	
Principle of Reciprocation	You gave me a free sample, so I feel obligated to buy something	
Principle of Scarcity	This is a limited edition, so get it while it lasts!	
Principle of Authority	9 out of 10 dentists recommend this brand	
Principle of Liking	My friend recommended this restaurant to me	
Principle of Consensus	The average rating on Yelp was 4.5 stars	
Mere exposure effect	There is a Starbucks on every corner, so that is your first stop for coffee	
Foot-in-the-door	I already agreed to lend you \$5, so I don't mind if you raise it to \$20	
Door-in-the-face	My mom said no to Disneyland, but agreed to take us out for ice cream	
That's-not-all	Every late night infomercial ever	
Low-ball	The car is originally advertised as \$299 a month, but after all the fees will be closer to \$399 a month	
Barnum effect	When a vague description like a horoscope applies to you	
Framing effect	1 out of every 10 people win! As opposed to 90% lose	
Anchoring effect	\$80 for cable TV and internet looks attractive compared to \$60 for internet only	