

Advertising: What Are They Trying to Sell You?

Companies use various techniques to make their products seem desirable. We will explore 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.

Think about the last hour of television you watched. Record information on the following topics:

- Type of programming: sports, 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.
- Target audience:
- Methods of advertising (example: humor, thrill, fear, etc)
- Misleading information:
- Effectiveness:

Note specific ways this commercial plays to our:

- Biological motivations
- Experiential / Social motivations
- Emotions

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

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| • Drive-reduction Theory | • James-Lange Theory |
| • Arousal Theory | • Cannon-Bard Theory |
| • Maslow's Hierarchy of Needs | • Schachter Two-Factor Theory |