

critical thinking exercise 16-2
ADVERTISING APPEALS

Advertising is not a collection of homogeneous commercials. Each company and even different brands within the company use different advertising appeals. Humor works best for some commercials; honesty for others.

Watch television for several days and identify commercials that use the following appeals. Then decide what TV commercial shown in the last year you remember best, and which commercial irritated you the most.

1. Identify television commercials that use the following appeals:

- a. Honesty:
- b. Fear:
- c. Emotion:
- d. Sex:
- e. Humor:
- f. Irritation:
- g. Cost-comparison:

2. What TV commercial in the last year do you remember best? Why do you remember it?
3. What is the most obnoxious or irritating or disgusting TV advertisement you have seen recently? Why do you remember it?

Name: _____

Date: _____