

Objective

By the end of this lesson, you will be able to identify persuasive techniques used in advertising and apply them to design a magazine article.

Materials and Prep

- Pen and paper
- Computer with internet access
- Magazines or online articles for reference
- Understanding of basic persuasive techniques

Activities

1. Research: Explore different magazine articles and advertisements to identify persuasive techniques such as emotional appeal, bandwagon effect, and testimonial.
2. Brainstorming: Think about a product or service you want to promote and create a catchy slogan or tagline for it.
3. Designing: Use your creativity to design a mock magazine article layout including images, text, and persuasive elements.
4. Presentation: Present your magazine article design to a family member or friend, explaining the persuasive techniques you incorporated.

Talking Points

- "Advertising is all around us, from TV commercials to social media posts."
- "Persuasive techniques are used to influence our thoughts and actions."
- "Emotional appeal aims to connect with our feelings and desires."
- "The bandwagon effect convinces us to follow the crowd or be part of a trend."
- "Testimonials use endorsements from satisfied customers to build trust."
- "Creating a catchy slogan can make a product memorable and appealing."
- "Designing a magazine article involves combining visuals and text to capture attention."
- "Practice presenting your ideas confidently to effectively communicate your message."