



1. Σελίδα με παλιές ελληνικές έντυπες διαφημίσεις
<http://athensville.blogspot.gr/2014/03/270.html>

2. Αρχείο με παλιές ελληνικές διαφημίσεις
<http://krasodad.blogspot.gr/2012/07/340.html>

3. Σελίδα με παλιές αμερικανικές έντυπες διαφημίσεις
<http://www.vintageadbrowser.com>

4. Σελίδα με ελληνικές τηλεοπτικές διαφημίσεις στο YouTube
<https://www.youtube.com/user/JNLPLUS>



1.1 Η Πειθώ στην εμπορική επικοινωνία



Language of Persuasion

The goal of most media messages is to persuade the audience to believe or do something. The commercial media messages most concerned with persuading us are found in advertising, public relations and advocacy. Commercial advertising tries to persuade us to buy a product or service. Public relations (PR) "sells" us a positive image of a corporation, government or organization. Politicians and advocacy groups (groups that support a particular belief, point of view, policy, or action) try to persuade us to vote for or support them, using ads, speeches, newsletters, websites, and other means.

These "persuaders" use a variety of techniques to grab our attention, to establish credibility and trust, to stimulate desire for the product or policy, and to motivate us to act (buy, vote, give money, etc.) We call these techniques the "language of persuasion." They're not new; Aristotle wrote about persuasion techniques more than 2000 years ago, and they've been used by speakers, writers, and media makers for even longer than that.

Learning the language of persuasion is an important media literacy skill. Once you know how media messages try to persuade you to believe or do something, you'll be better able to make your own decisions.

Advertising is the easiest starting point: most ads are relatively simple in structure, easily available, and in their original format. Media literacy beginners are encouraged to learn the language of persuasion by examining ads. Keep in mind that many media messages, such as television commercials, use several techniques simultaneously. Others selectively employ one or two.

Political rhetoric – whether used by politicians, government officials, lobbyists, or activists - is more difficult to analyze, not only because it involves more emotional issues, but also because it is more likely to be seen in bits and fragments, often filtered or edited by others. Identifying the persuasion techniques in public

discourse is important because the consequences of that discourse are so significant – war and peace, justice and injustice, freedom and oppression, and the future of our planet. Learning the language of persuasion can help us sort out complex emotional arguments, define the key issues, and make up our own minds about the problems facing us.

NOTE: We've divided our list of persuasion techniques into three levels: Basic, Intermediate and Advanced.

Basic techniques are easily identified in many media examples, and they are a good starting point for all learners. Identifying many intermediate techniques may require more critical distance, and they should usually be investigated after learners have mastered the basics.

More abstraction and judgment may be required to identify the advanced techniques, and some learners may find them difficult to understand. However, even media literacy beginners may be able to spot some of the intermediate or advanced techniques, so feel free to examine any of the persuasion techniques with your group.



Language of Persuasion

- Multiple, strong arguments:** the more arguments, the more persuasive, but overall persuasive messages should be balanced, as two-sided arguments fare better than their one-sided equivalents (as long as counter-arguments are shot down).
- Relevance:** persuasive messages should be personally relevant to the audience. If not, they will switch off and fail to process it.
- Universal goals:** In creating your message, understand the three universal goals for which everyone is aiming: affiliation, accuracy and positive self-concept.
- Likeability:** ingratiating yourself with the audience is no bad thing—most successful performers, actors, lawyers and politicians do it. Likeability can be boosted by praising the audience and by perceived similarity. Even the most fleeting similarities can be persuasive.
- Authority:** people tend to defer to experts because it saves us trying to work out the pros and cons ourselves (read the classic experiment on obedience to authority).
- Attractiveness:** the physical attractiveness of the source is only important if it is relevant (e.g. when selling beauty products).
- Match message and medium:** One useful rule of thumb is: if the message is difficult to understand, write it; if it's easy, put it in a video.
- Avoid forewarning:** don't open up saying "I will try and persuade you that..." If you do, people start generating counter-arguments and are less likely to be persuaded.
- Go slow:** If the audience is already sympathetic, then present the arguments slowly and carefully (as long as they are relevant and strong). If the audience is against you then fast talkers can be more persuasive.
- Repetition:** whether or not a statement is true, repeating it a few times gives the all-important illusion of truth. The illusion of truth leads to the reality of persuasion.
- Social proof:** you've heard it before and you'll hear it again—despite all their protestations of individuality, people love conformity. So tell them which way the flock is going because people want to be in the majority.
- Attention:** if the audience isn't paying attention, they can't think about your arguments, so attitudes can't change. That's why anything that sharpens attention, like caffeine, makes people easier to persuade. And speaking of attention...
- Minimize distraction:** if you've got a strong message then audiences are more swayed if they pay attention. If the arguments are weak then it's better if they're distracted.
- Positively framed:** messages with a positive frame can be more persuasive.
- Disguise:** messages are more persuasive if they don't appear to be intended to persuade or influence as they can sidestep psychological reactance (hence the power of overheard arguments to change minds).
- Psychologically tailored:** messages should match the psychological preferences of the audience. E.g. some people prefer thinking-framed arguments and others prefer feel-framed arguments (see: battle between thought and emotion in persuasion). Also, some people prefer to think harder than others.
- Go with the flow:** persuasion is strongest when the message and audience are heading in the same direction. Thoughts which come into the audience's mind more readily are likely to be more persuasive.



1.2 Η Πειθώ στην διαφήμιση



18. **Confidence:** not only your confidence, but theirs. The audience should feel confident about attitude change. Audience confidence in their own thoughts is boosted by a credible source and when they feel happy (clue: happy audiences are laughing).
19. **Be powerful:** a powerful orator influences the audience, but making the audience themselves feel powerful increases their confidence in attitude change. An audience has to feel powerful enough to change.
20. **Avoid targeting strong beliefs:** strong attitudes and beliefs are very difficult to change. Do not directly approach long-standing ideas to which people are committed, they will resist and reject. Strong beliefs must be approached indirectly.

MIND CONTROL

ΕΝΟΤΗΤΑ 2

ΟΙ ΑΡΧΕΣ ΠΕΙΘΟΥΣ



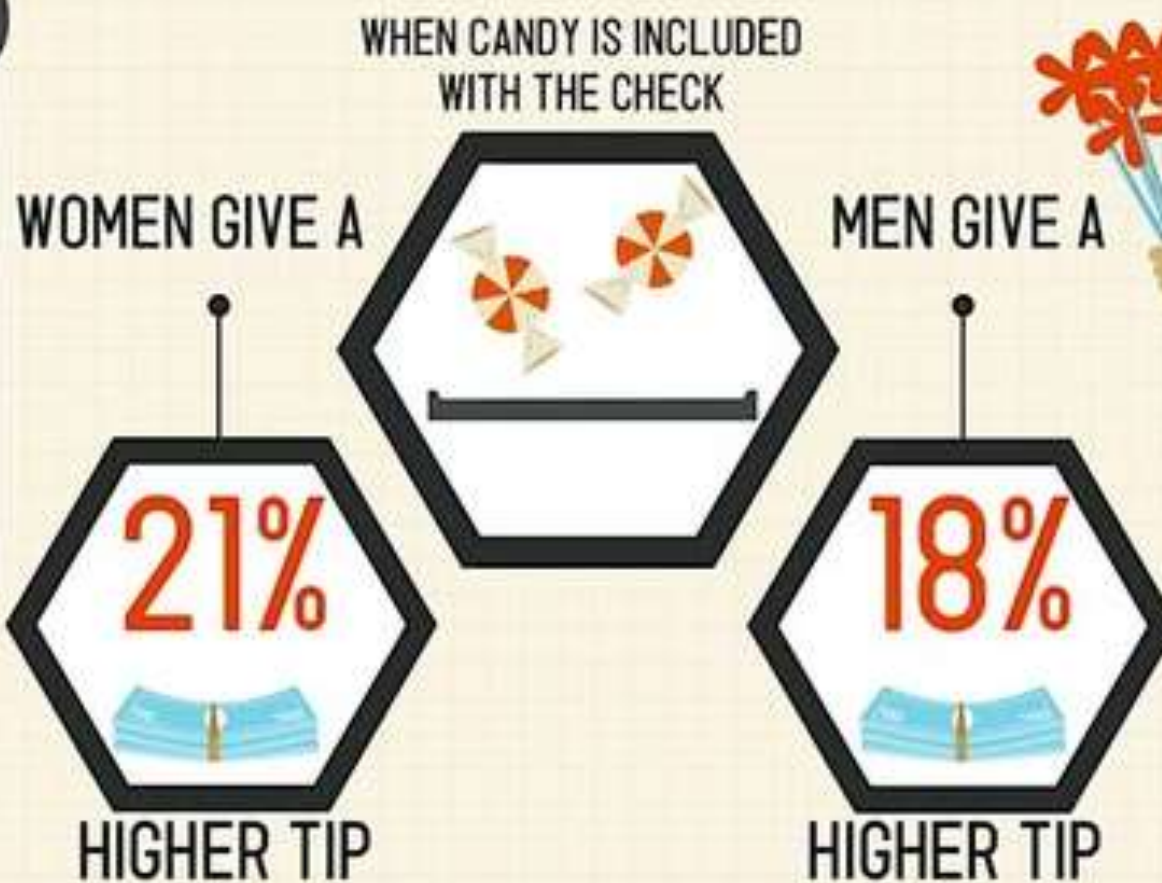
ΟΠΑ
ΑΨΕΒ

2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή της ανταπόδοσης

6

RECIPROCATATION

Essentially, people repay a kindness with a kindness. If someone gives you something, you feel inclined to return the gesture. This is why free samples can be so successful. The rule of reciprocity extends past gifts and favors and applies to concessions that are made.



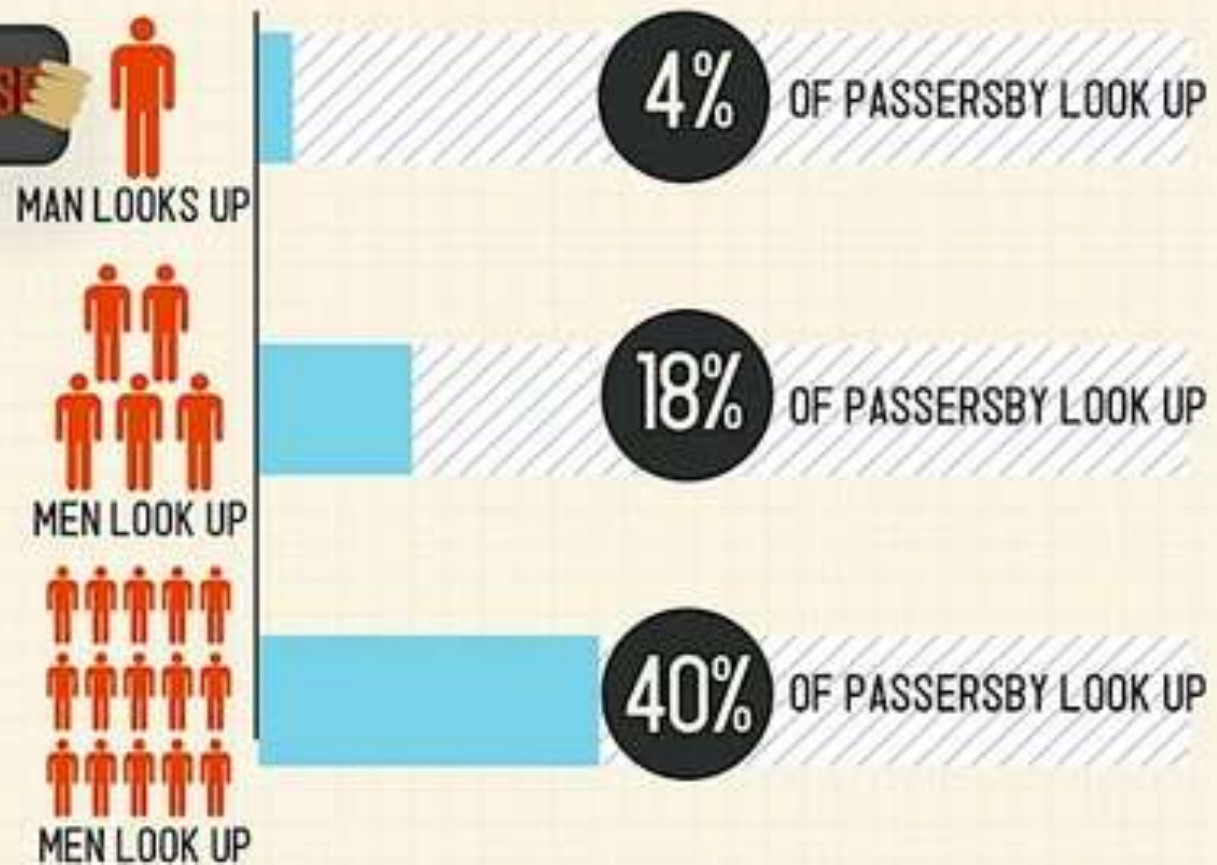


2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή του κοινωνικού προτύπου



SOCIAL VALIDATION

A 1960'S STANLEY MILGRAM EXPERIMENT: 1 MAN ON A BUSY STREET IN NYC STARES UP INTO THE SKY FOR 60 SECONDS



The laugh track revolutionized sitcom television because it did something that was desperately needed - it told people when to laugh. We are social creatures, and we like to look at what others are doing in order to help inform and validate our decisions.

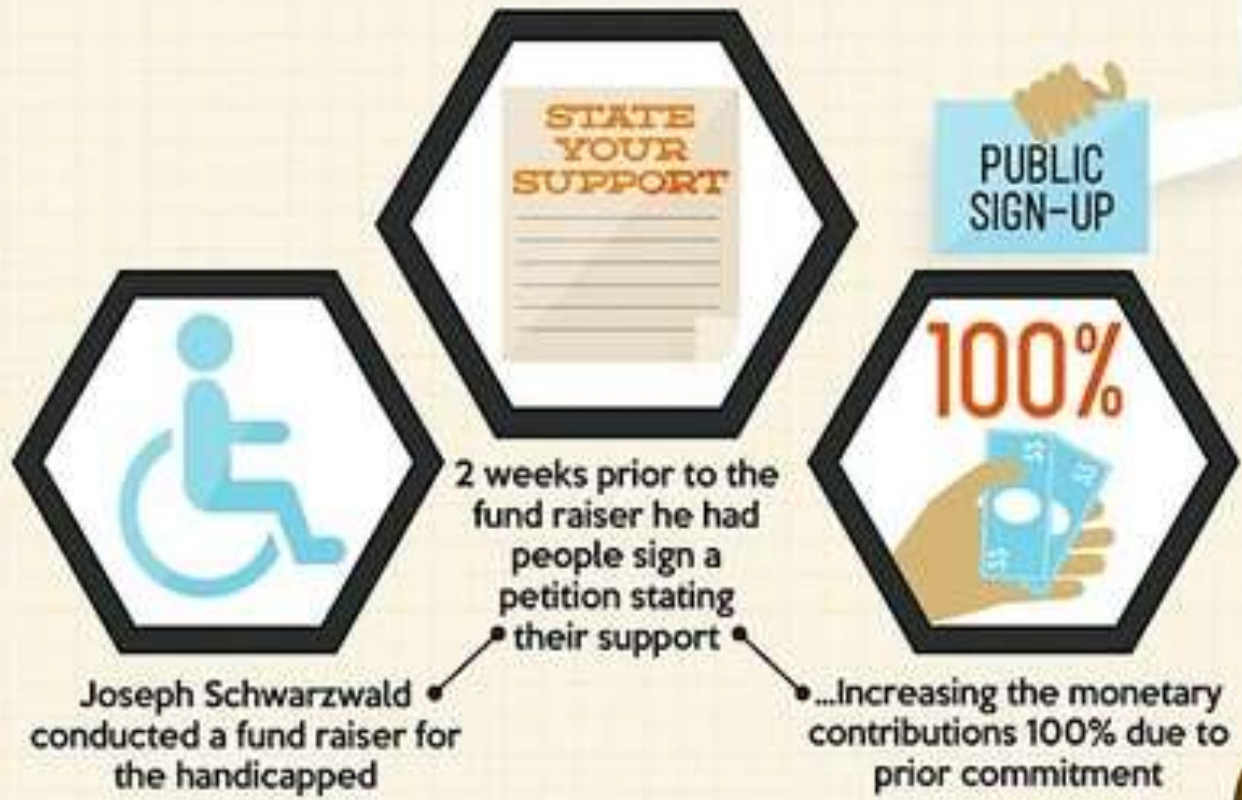




2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή της συνέπειας

CONSISTENCY

People don't like to look bad, but others perceive them in that way if their behavior is not consistent. Finding ways for people to publicly commit to something is a great tactic as people are more likely to align with their previous commitments to avoid embarrassment.





2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή της αυθεντίας

AUTHORITY



IN A UNIVERSITY OF TEXAS AUSTIN STUDY, SIMPLY BY WEARING A SUIT AND TIE, A MAN INCREASED THE NUMBER OF PEOPLE WHO FOLLOWED HIM ACROSS THE STREET AT A RED LIGHT BY 350%



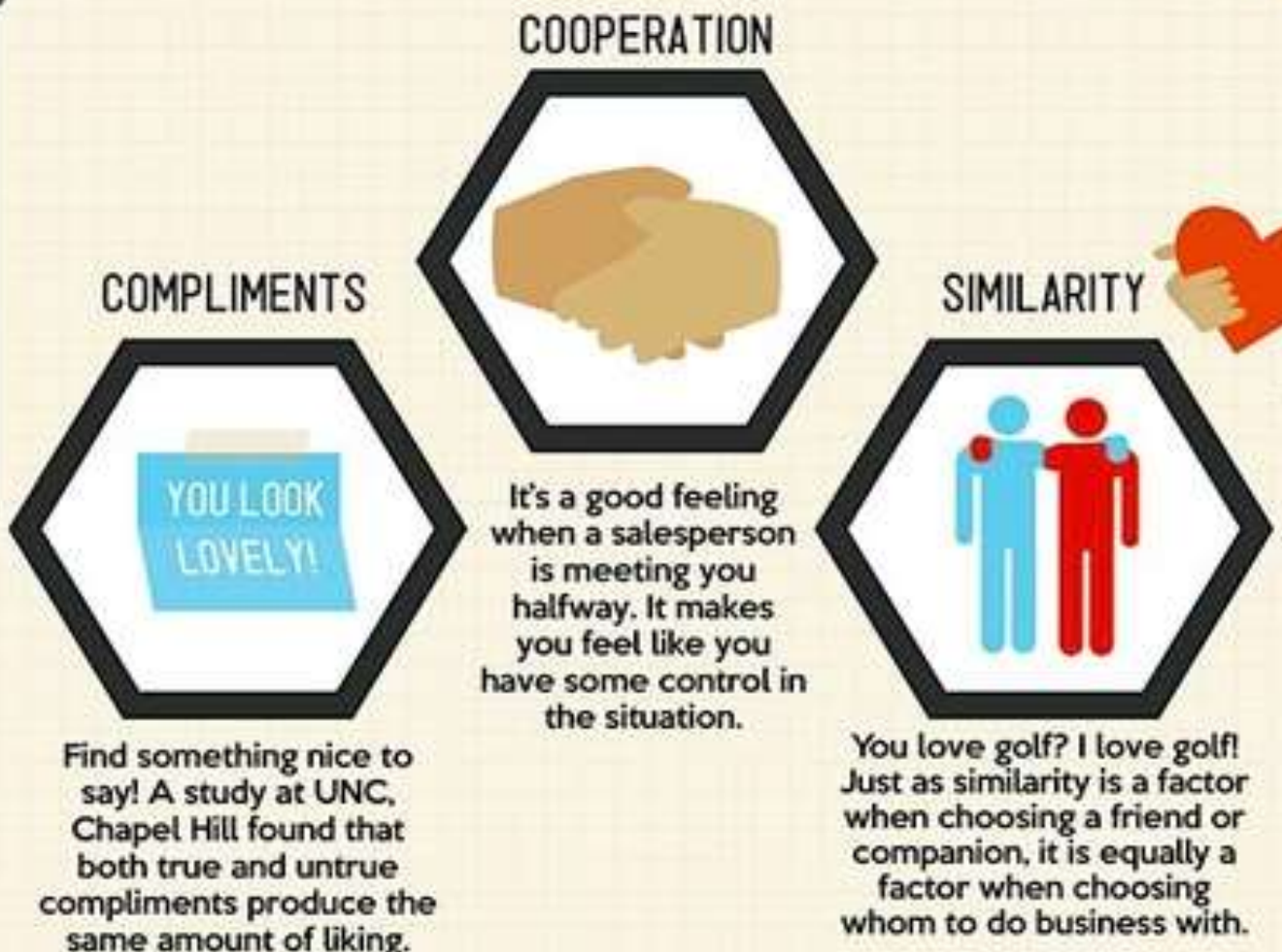
People trust those who have credentials that merit trust. This is why sales people always mention various awards that their company or product has won, as people are more inclined to trust an expert in their field.



2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή της συμπάθειας

LIKING

This principle is as extremely simple as it sounds: People prefer to say yes to those they like. There are three primary avenues that help the persuader to build fondness in the listener's heart.





2. Οι βασικές ψυχολογικές αρχές τις οποίες χρησιμοποιεί η Πειθώς/ Αρχή της σπανιότητας

SCARCITY

**LIMITED
QUANTITY**

ONLY 20 LEFT!

Showing quantity left is a time-sensitive technique that pressures people to buy the product before it's too late.

**LIMITED
TIME OFFER**

By placing a timestamp on a special deal, customers are more inclined to buy before they lose the offer.

AUCTION TODAY!

Creating Competition will rise up price and profit

Items and opportunities always become more desirable as they become less available. This is why limited edition products sell faster, despite being at a higher price. People are enamored with the notion of having something most people cannot have.

ΕΝΟΤΗΤΑ 3

ΤΕΧΝΙΚΕΣ ΠΕΙΘΟΥΣ ΣΤΗ ΔΙΑΦΗΜΙΣΗ

3. Οι Τεχνικές Πειθούς που χρησιμοποιούνται συνηθέστερα στη διαφήμιση

I. Basic persuasion techniques

1. Association.
2. Bandwagon.
3. Beautiful people.
4. Bribery.
5. Celebrities (a type of Testimonial – the opposite of Plain folks).
6. Experts (a type of Testimonial).
7. Explicit claims.
8. Fear.
9. Humor.
10. Intensity.
11. Maybe.
12. Plain folks.
13. Repetition.
14. Testimonials.
15. Warm & fuzzy.

II. Intermediate persuasion techniques

16. The Big Lie.
17. Charisma.
18. Euphemism.
19. Extrapolation.
20. Flattery.
21. Glittering generalities.
22. Name-calling.
23. New.
24. Nostalgia.
25. Rhetorical questions.
26. Scientific evidence.
27. Simple solution.
28. Slippery slope.
29. Symbols.

III. Advanced persuasion techniques

30. Ad hominem.
31. Analogy.
32. Card stacking.
33. Cause vs. Correlation.
34. Denial.
35. Diversion.
36. Group dynamics.
37. Majority belief.
38. Scapegoating.
39. Straw man.
40. Timing.



ΟΠΑ
ΑΥΕΒ

3.1 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Τεχνική της διασύνδεσης

Διασύνδεση

This persuasion technique tries to link a product, service, or idea with something already liked or desired by the target audience, such as fun, pleasure, beauty, security, intimacy, success, wealth, etc. The media message doesn't make explicit claims that you'll get these things; the association is implied.

Association can be a very powerful technique. A good ad can create a strong emotional response and then associate that feeling with a brand (family = Coke, victory = Nike). This process is known as **emotional transfer**.



The most treasure name in perfumes
Chanel No 5 Perfume (1952)



Catherine Deneuve for Chanel
(advertisement 1976)





3.1 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Τεχνική της διασύνδεσης

Association

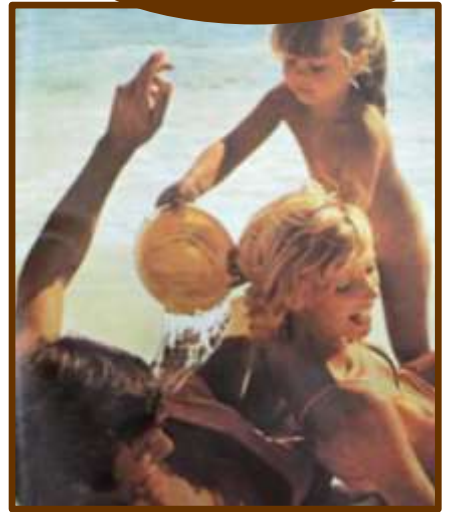
Association

Several of the persuasion techniques below, like **Beautiful people**, **Warm & fuzzy**, **Symbols** and **Nostalgia**, are specific types of association.

Beautiful people



Warm & fuzzy



Symbols



Nostalgia





ΟΠΑ
ΑΥΕΒ

3.2 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Όμορφα μοντέλα (Beautiful people)

Όμορφα μοντέλα

Beautiful people uses good-looking models (who may also be celebrities) to attract our attention.

This technique is extremely common in ads, which may also imply (but never promise!) that we'll look like the models if we use the product.



Models for **Arrow Shirts** were so popular that they would received bags of fan mail as soon as they were introduced. Epitomizing the 'Modern Man', the Arrow Shirt men were one of the most successful advertising campaigns in history. The campaign ran from 1905 until 1930 without waning.



Dolce & Gabbana, new Light Blue fragrance campaign with Bianca Balti and David Gandy (2013)



ΟΠΑ
ΑΥΕΒ

3.2 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Όμορφα μοντέλα (Beautiful people)

Όμορφα μοντέλα – Ιδανική ομορφιά

Συχνά η επίδραση της χρήσης όμορφων μοντέλων επιδιώκεται ν' αυξηθεί με την περαιτέρω εξιδανίκευση της εμφάνισης τους. Η εξιδανίκευση συνίσταται στην διόρθωση/αλλαγή στοιχείων της εικόνας των μοντέλων ώστε να προσεγγίζουν μια ιδανική εκδοχή των χαρακτηριστικών του συγκεκριμένου μοντέλου, σε σχέση με το τι θεωρείται τη δεδομένη στιγμή, και στην συγκεκριμένη κοινωνική ομάδα



Σύγκριση της εικόνα της ηθοποιού Τζούλιας Ρόμπερτς, σε δημόσια εμφάνιση της (ΠΡΙΝ), και όταν διαφημίζει τα καλλυντικά της LANCÔME (ΜΕΤΑ).

Οδηγίες για ψηφιακή επεξεργασία της φωτογραφίας ενός μοντέλου, οι οποίες θα γίνουν με τη βοήθεια του Photoshop (ΠΡΙΝ), και το αποτέλεσμα της ψηφιακής επεξεργασίας (ΜΕΤΑ).

BEFORE

AFTER

Aisha Tyler started out gorgeous, but the typical photo retouching process would still see her as a work in need of improvement. Crazy! (Tyler was "floored" when she saw this.)

Sheer perfection! But could you have a conversation with this woman? "It's a bit creepy to look at a picture of yourself and wonder where your freckles went," says Tyler.



ΟΠΑ
ΑΥΕΒ

3.2 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Όμορφα μοντέλα (Beautiful people)

Όμορφα μοντέλα Photoshop transformation

Yet another new timelapse video showing the dramatic effects photoshop can have on a model has been released.

Check out the video and see why activists are rallying for a mandatory disclaimer when ads retouch their subjects.

Sally Gifford Piper – the woman in the video – and her husband Tim – who happens to be a writer and director of television commercials (who also did the similiary focused Dove Evolution ads) are calling this process **Body Evolution..**

Movie

“Body Evolution Model Before and After”





ΟΠΑ
ΑΥΕΒ

3.3 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Εικόνες συναισθηματικών στιγμών (Warm & fuzzy)

Συναισθηματικές στιγμές

This technique uses sentimental images especially of families, kids and animals to stimulate feelings of pleasure, comfort, and delight. It may also include the use of soothing music, pleasant voices, and evocative words like "cozy" or "cuddly."

The Warm & fuzzy technique is another form of Association. It works well with some audiences, but not with others, who may find it too corny.

Διαφήμιση
παιδικών
τροφών
ΓΙΩΤΗ



Διαφήμιση
αντηλιακού
NIVEA



ΟΠΑ
ΑΥΕΒ

3.3 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Εικόνες συναισθηματικών στιγμών (Warm & fuzzy)

Συναισθηματικές
στιγμές

Υγεία! Εύτυχία! Αγάπη!



Ἡ υγεία φέρνει τὴν εὐτυχία μέσα
στό σπίτι σου — σέ κάνει νά λώμπη,
νά εἶσαι ξενοιαστέη καί καλοδοδετέη.
Αὐτές εἶναι οἱ ἀρετές πού στολι-
ζοῦν ἕνα σπτικό—οἱ ἀρετές πού η-
γοῦν ἀπό τό νά αἰσθάνεσαι παντα-
τε καλά, ἀπό τό νά δροσίζεσαι κα-
θημερινά μέ μύρα.
Ἡ μύρα καλμάρει τά κουρασμένα
νεύρα, δίνει νέες δυνάμεις, αἰξάνει
τὴν ἀντίστασι στίς καθημερινές μικρο-
στενοχώριες, σέ διατηρεῖ χαρούμενη.
Ἡ μύρα σέ κάνει πολύ, πόρα
πολύ ἀγαπητή.

Πίνε υγεία - Πίνε κάθε μέρα ΦΙΞ!

Υγεία! Εύτυχία!



Ἡ υγεία εἶναι τό κλειδί τῆς εὐτυχίας... καί τό κλειδί τῆς υγείας εἶναι
ἡ μύρα. Ἡ μύρα σου χαρίζει δύναμη καί υγεία. Ἡ μύρα σέ κάνει
νά ζῆς, νά γελάς, ν' ἀγαπᾷς... νά ἐρωτεύεσαι τὴν ἴδια τὴ ζωή. Γιατί
ἡ μύρα εἶναι ἡ τροφή, ὁ δημιουργός τῆς μίκτης δυνάμειος, ὁ χτί-
στης τοῦ ἐγκεφάλου καί τοῦ σώματος. Ἡ χρυσαφένια μέ τό ὠραίο
τῆς ἄρωμα μύρα θά σέ ὠφελήσῃ πολύ.

ΠΙΝΕ ΥΓΕΙΑ - ΠΙΝΕ ΚΑΘΕ ΜΕΡΑ ΦΙΞ!

Διαφημίσεις
μπύρας ΦΙΞ



ΟΠΑ
ΑΥΕΒ

3.4 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Σύμβολα (Symbols)

Σύμβολα

Symbols are words or images that bring to mind some larger concept, usually one with strong emotional content, such as home, family, nation, religion, gender, or lifestyle.

Persuaders use the power and intensity of symbols to make their case. But symbols can have different meanings for different people.

Hummer SUVs are status symbols for some people, while to others they are symbols of environmental irresponsibility.



Mickey Mouse
Το σύμβολο του παιδικού φίλου

Great Savings on Great Gifts with Coke and MICKEY'S CHRISTMAS CASH BOOKS.

See *Walt Disney Studios* Great New Animated Movie Pastarelle **MICKEY'S CHRISTMAS CAROL**

This Christmas you don't have to be a Scrooge to save on your holiday shopping! Your Coca-Cola Bottler can help you save on quality gifts with Mickey's Christmas Cash Books, free with every purchase of Coke. In them, you'll find rebate offers worth hundreds of dollars in savings on top brand name merchandise: sports and recreation equipment, electronic equipment, household appliances and much more! You'll find Mickey's Christmas Cash Books at special supermarket displays featuring Mickey Mouse. Let Coca-Cola and Mickey's Christmas Cash Books fill your shopping days with great savings on beautiful gifts. This Christmas, you're really going to say, **Coke. is it!**

© 1997 The Coca-Cola Bottling Co. All rights reserved. Coca-Cola and MICKEY'S CHRISTMAS CASH BOOKS are trademarks of The Coca-Cola Company.

Διαφήμιση της Coca Cola



ΟΠΑ
ΑΥΕΒ

3.4 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Σύμβολα (Symbols)

Σύμβολα



Superman
Το σύμβολο της δύναμης



Διαφήμιση
μπαταριών
BEREC

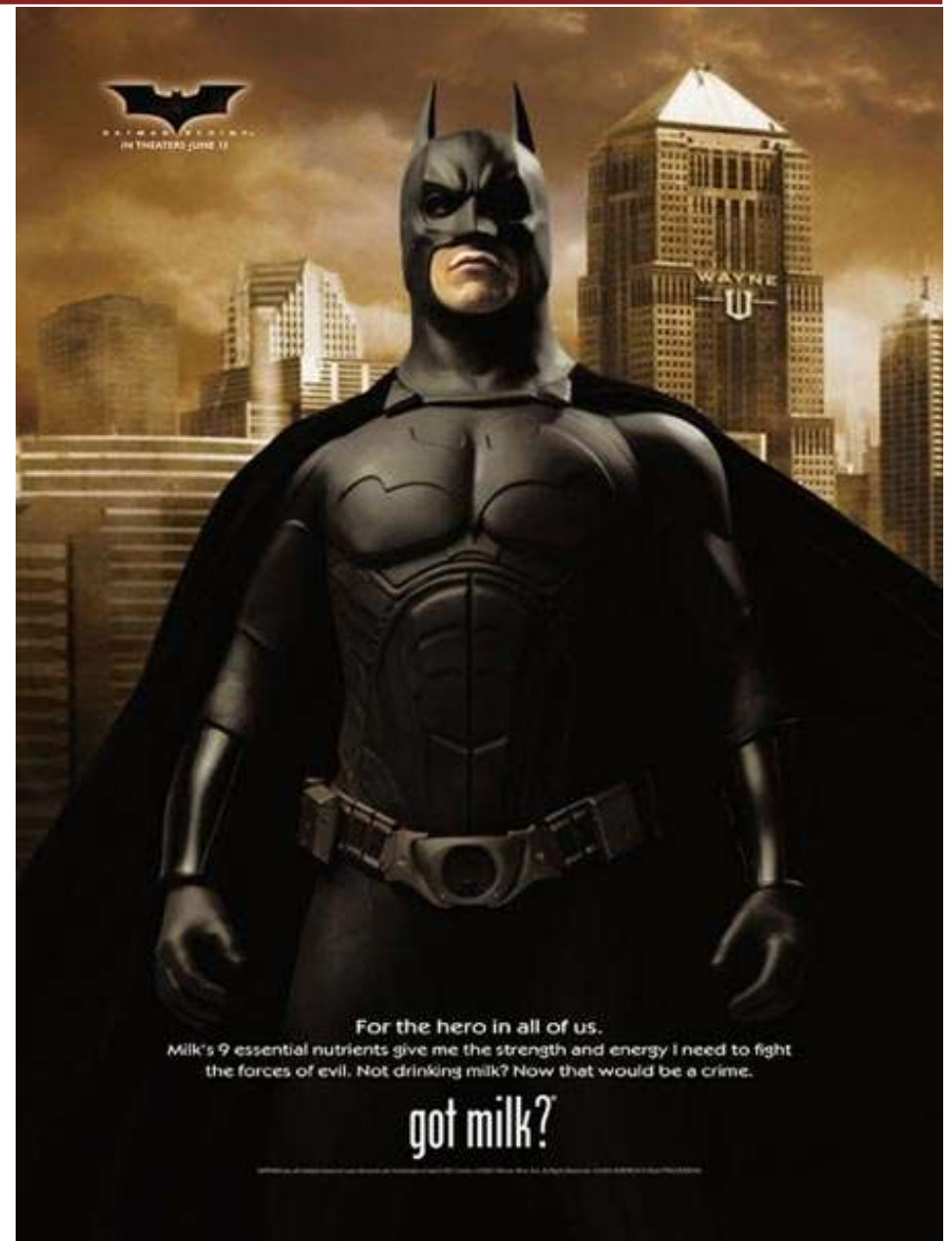
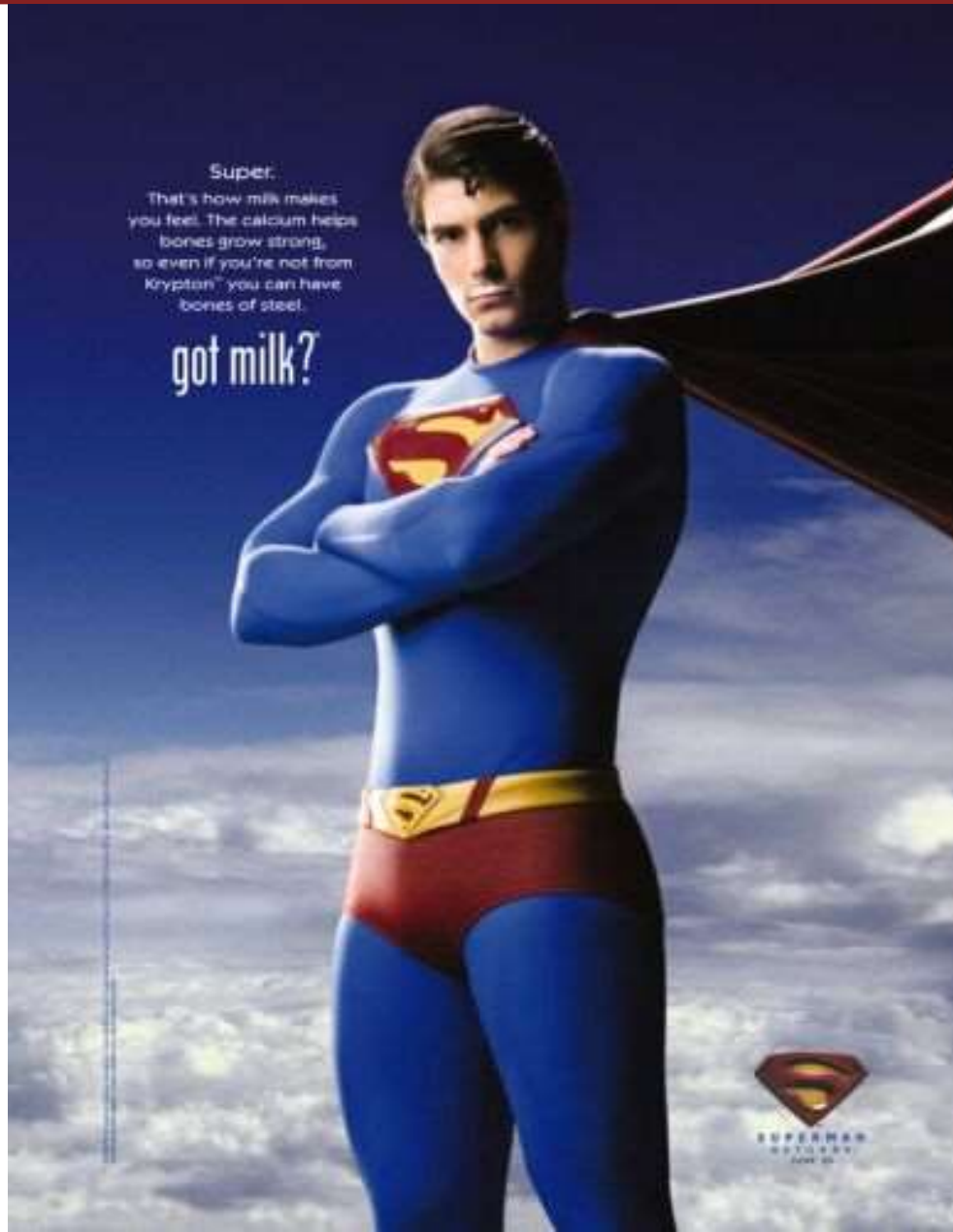


ΟΠΑ
ΑΥΕΒ

Σύμβολα

3.4 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Σύμβολα (Symbols)

23





ΟΠΑ
ΑΥΕΒ

3.4 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Σύμβολα (Symbols)

ΣΟΥΠΕΡ ΑΡΙΘΜΟΣ

11888

Από σταθερό 0,99€/1' & κινητό 1,19€/1' (με Φ.Π.Α.).

Ο αριθμός πίσω από κάθε πληροφορία.

9.



ΟΠΑ
ΑΥΕΒ

3.5 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Νοσταλγία (Nostalgia - the "good old days")

Νοσταλγία

This is the opposite of the New technique.

Many advertisers invoke a time when life was simpler and quality was supposedly better ("like Mom used to make"). Politicians promise to bring back the "good old days" and restore "tradition." But whose traditions are being restored? Who did they benefit, and who did they harm?

This technique works because people tend to forget the bad parts of the past, and remember the good.

In 2010 a Brazilian ad agency made a series of throwback social media posters, including this one for Facebook:

Facebook

STRIKING, MIRACULOUS
SOCIAL TEAM-UP!



SHARE abundantly your photographs, experiences and stories with your friends and families. For leisure or labour, Facebook is the enchantment "next look" in social team-ups. Eloquent economical and modern examples of communication adequate for our times.

THE FACEBOOK COMPANY ©

YOUR FILMS WILL LAST FOREVER ON
YOUTUBE
THE CHAMPION ADDRESS ON INTERNET!



Send and watch splendid and captivating films, 24/7. Sports, news, commercials and much more. The most charming and magnificent way to entertain the whole family.

www.YOUTUBE.com



ΟΠΑ
ΑΔΕΒ

3.5 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Νοσταλγία (Nostalgia - the "good old days")

Νοσταλγία

Twitter
The sublime, mighty community with just 140 letters!

A VIRTUAL locality with a wide assortment of people. That's Twitter! A notorious new mechanism that lets you maintain virtual contact with family and friends no matter where they are. By following or being followed, you will enjoy previously unimagined experiences like sharing incredible amounts of information including videos, photographs, etc. Twitter is a truly magnificent tool!

TWITTER®

SKYPE®
THE FABULOUS VOICE SYSTEM
ABLE TO PUT YOUR FAMILY TOGETHER.

Skype has the finest quality for you and your relatives to communicate via internet. The healthiest, most economical and secure way to keep vigorous family bonds miles away. It's more than a telephone. It's a real audio-visual miracle that will put you in contact with a brand new world.

SKYPE
AND PARTNERS

In 2010 a Brazilian ad agency made a series of throwback social media posters, including this one for Facebook:



ΟΠΑ
ΑΥΕΒ

3.5 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Νοσταλγία (Nostalgia - the "good old days")

27

Νοσταλγία

*The All New
Ford Focus*

Spee-design.blogspot.com



Spee-design

Self Driving Automobile

New Technology powered by computers

Using state of the art computer technology the new ford focus is aware of its surroundings, high-tech computers tell the car when to slow down, what signs are on the road, & It can even park itself!



Στο παράδειγμα δεξιά, το αυτοκίνητο **Ford Focus** παρουσιάζεται με μια ρετρό εκδοχή με την παρουσία ενός pin-up girl.



ΟΠΑ
ΑΥΕΒ

3.5 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Νοσταλγία (Nostalgia - the "good old days")

Νοσταλγία

*Apple Computer Electronics
Presents....*


i-pad



The new Apple i-pad is revolutionising your home and the way we communicate its a million inventions in one!
A Book, Cinema, Jukebox, Camera
Notepad, Map, Diary, Calendar,
Electronic communications device
all in one slim futuristic gadget

Speed-design.blog

ipad is a Book!
ipad is a Film!
ipad is a Map!





Bought to you by the Apple home-computer electronics Company


New From Apple Computer Electronics

iPod

*Personal
Jukebox device*



Stand Out From the Crowd



The Apple iPod is a revolutionary new device for listening to your favorite music wherever you want it can hold over 4days of music

That's over 50,000 records!!

Listen to your music anywhere in the world, be the life of the party anywhere with the new apple iPod



ΟΠΑ
ΑΥΕΒ

3.6 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ακολουθώντας τους πολλούς (Bandwagon)

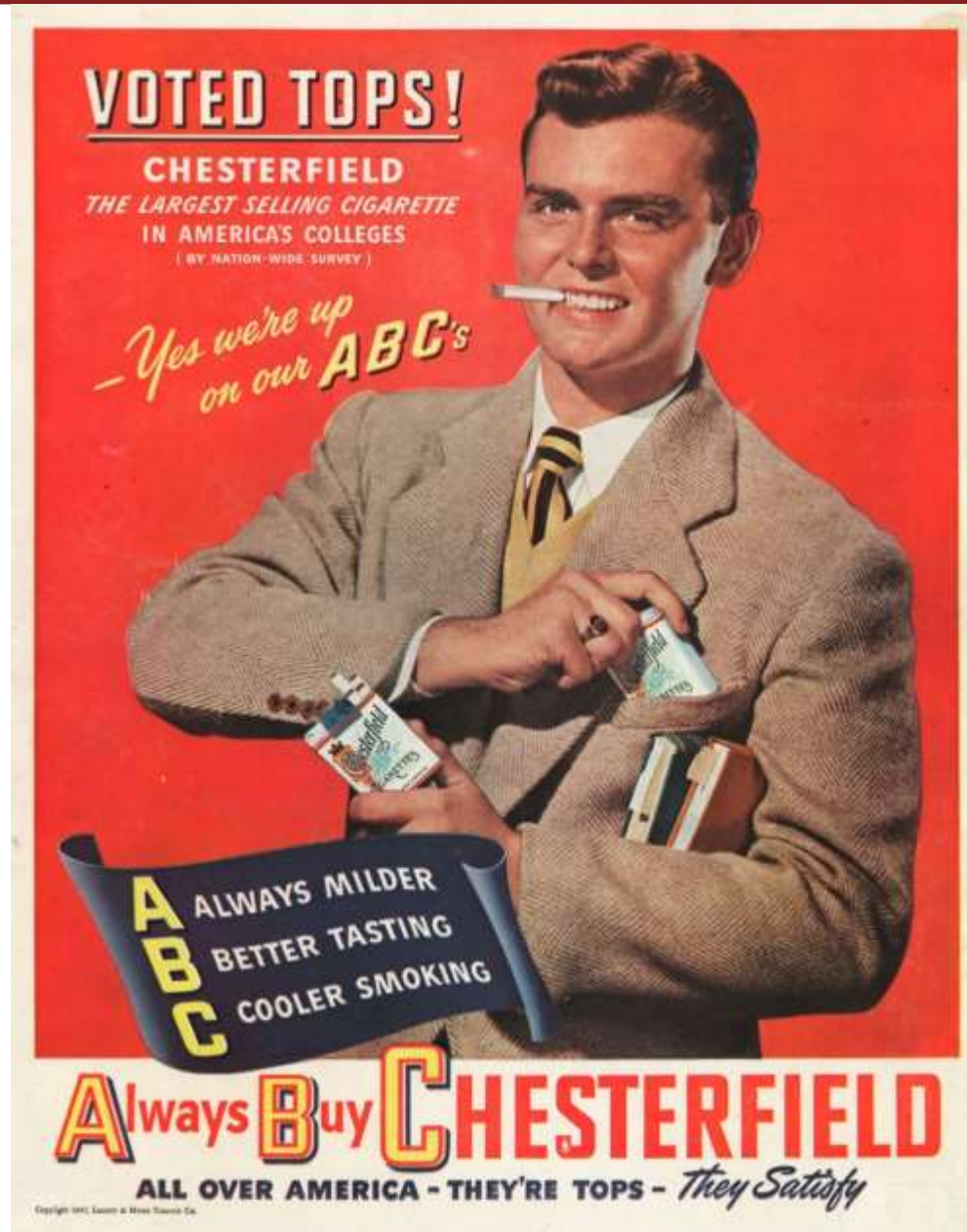
29

Ακολουθώντας τους πολλούς

Many ads show lots of people using the product, implying that "everyone is doing it" (or at least, "all the cool people are doing it"). No one likes to be left out or left behind, and these ads urge us to "jump on the bandwagon."

Politicians use the same technique when they say, "The American people want..."

How do they know?



Αθλητικά γεγονότα και πολιτικοί
Μια στενή σχέση ...



ΟΠΑ
ΑΥΕΒ

3.6 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ακολουθώντας τους πολλούς (Bandwagon)

Ακολουθώντας τους πολλούς

Many ads show lots of people using the product, implying that "everyone is doing it" (or at least, "all the cool people are doing it"). No one likes to be left out or left behind, and these ads urge us to "jump on the bandwagon."

Politicians use the same technique when they say, "The American people want..."

How do they know?.

Διαφήμιση
"Εμποροραπτικού"
Οίκου (ραφείου).



Διαφήμιση
του
Nescafe

3.7 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Η θέληση της πλειοψηφίας (Majority belief)



Θέληση πλειοψηφίας

This technique is similar to the Bandwagon technique.

It works on the assumption that if most people believe something, it must be true.

That's why polls and survey results are so often used to back up an argument, even though pollsters will admit that responses vary widely depending on how one asks the question.

Διαφήμιση των
μαγιών ΓΛΑΡΟΣ



Όλοι θα σας
προσέχουν

Διαφήμιση της
σοκολάτας ION



.. Γιατί όλοι
συμφωνούν



ΟΠΑ
ΑΥΕΒ

3.8 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Δωροδοκία (Bribery)

Δωροδοκία

This technique tries to persuade us to buy a product by promising to give us something else, like a discount, a rebate, a coupon, or a "free gift." Sales, special offers, contests, and sweepstakes are all forms of bribery.

Unfortunately, we don't really get something for free -- part of the sales price covers the cost of the bribe.

Διαφημιστικό
κουπόνι της
McDonalds για την
προώθηση νέου
προϊόντος

McDonald's
i'm lovin' it

BUY 1, GET 1 FREE!

Chicken Foldover™
(a la carte only)
12 - 25 July '12

FLASH THIS COUPON TO REDEEM
Limited to one coupon per receipt. While stocks last.

• Products shown are for illustration purposes only • Valid in Malaysia only • Not valid in any of Genting restaurants, airport restaurants & McDelivery™ • Not Valid with any other coupon / promotional offers • Mobile phone coupons, photocopied, black and white printout allowed • McDonald's® reserves the right to replace the product stated on the coupon at its discretion and without prior notice • For further information, log on to www.mcdonalds.com.my

Lovin' Mid Month



ΟΠΑ
ΑΥΕΒ

3.8 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Δωροδοκία (Bribery)

Δωροδοκία

ΑΠΟΣΜΗΤΙΚΗ ΚΡΕΜΑ·

MUM

Χαίρονται τή συντροφιά σας

Ελκυστική, δροσερή, γοητευτική, θά εισθε κάθε μέρα με την αποσμητική κρέμα MUM. Δοκιμάστε την από σήμερα, αγοράζοντας την με έκπτωση 3 δρχ.



MUM - ΣΗΜΑ ΚΑΤΑΤΕΘΕΝ

1ΠΒ/4Α

ΑΠΟΚΟΨΑΤΕ ΠΡΟΣΕΚΤΙΚΑ ΑΥΤΟ ΤΟ ΚΟΥΠΟΝΙ

ΚΟΥΠΟΝΙ ΑΞΙΑΣ 3 ΔΡΑΧΜΩΝ

Σας δίδει το δικαίωμα να αγοράσετε από οποιοδήποτε Φαρμακείο ή Αρωματοπωλείο την αποσμητική κρέμα MUM, 3 δρχ. φθηνότερη.

Ίσχύει μέχρι 28.7.1960

BRISTOL MYERS COMPANY - NEW YORK

ΑΝΤΙΠΡΟΣΩΠΟΙ ΔΙΑ ΤΗΝ ΕΛΛΑΔΑ : Π. Α. ΜΑΡΙΝΟΠΟΥΛΟΣ Α. Ε. ΦΑΜΑΡ

Διαφημίσεις που προσπαθούν να προσελκύσουν το ενδιαφέρον με την υπόσχεση της παροχής κάποιου δώρου ή χρηματικού ποσού

"Ένα θαυμάσιο κύπελλο
Σχήμα κομψό και ώραίο
Χρώματα μοντέρνα ζωγρά
Υγιεινό και πρακτικό

Δωρεάν
Με κάθε σωληνάριο
PRODENT

Επωφεληθείτε πριν
έξαντληθῆ τὸ στόκ.

Χρησιμοποιεῖτε
τὴν μοντέρνα
Ὀλλανδικὴ
ὀδοντόκρεμα
PRODENT

* Ἄρωμα Μέντας
εὐχάριστο
δρροιστικό.
Κάτασπρα δόντια
τέλειο καθαρίσμα
μέ πλούσιο ἀφρό.

ΟΔΟΝΤΟΚΡΕΜΑ

PRODENT

(i.e.) **DISPERGON-A**

ΤΑ ΔΟΝΤΙΑ ΣΑΣ ΕΧΟΥΝ ΑΝΑΓΚΗ ΤΗΣ PRONENT

ΠΑΡΑΣΚΕΥΑΖΕΤΑΙ - ΣΥΣΚΕΥΑΖΕΤΑΙ ΣΤΗΝ ΟΛΛΑΝΔΙΑ

3.9 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Μαρτυρίες (Testimonials)



ΟΠΑ
ΑΥΕΒ

Μαρτυρίες

Media messages often show people testifying about the value or quality of a product, or endorsing an idea. They can be experts, celebrities, or plain folks.

We tend to believe them because they appear to be a neutral third party (a pop star, for example, not the lipstick maker, or a community member instead of the politician running for office).

This technique works best when it seems like the person “testifying” is doing so because they genuinely like the product or agree with the idea. Some testimonials may be less effective when we recognize that the person is getting paid to endorse the product.

Διαφήμιση της BANK of OSWEGO



“Our bank helped fuel an innovative new idea.”

—Katy and Bob Barman, Owners, Beaverton Chevron Extra Mile

Katy and Bob Barman did more than just rebuild their Beaverton Chevron Extra Mile station. They set a new standard with a state-of-the-art facility that is the greenest and most sustainable in the country. And they did it with a loan from The Bank of Oswego.

As a locally owned and operated bank, our service is highly personal and our decisions are made right here at home. The Barman's vision to build an environmentally friendly gas station was unconventional, but to them, it was the right thing to do. We agree wholeheartedly.

That's why The Bank of Oswego is proud to put our “green” into growing new businesses like Bob and Katy's throughout the community. After all, we live here, too.



THE BANK of OSWEGO
Where You Bank

LAKE OSWEGO/LAKE VIEW VILLAGE
KRUISE WAY/MERCANTILE VILLAGE
SHERWOOD 28655 SW ROY ROGERS ROAD
503-635-1699 • www.bankofoswego.com



“Efficiency and automation are key factors in choosing EquiLend's securities finance technology.”

Anthony Byrne
Asia Pacific Head of Prime Finance
Deutsche Bank

At Deutsche Bank we are passionate about providing the highest level of service and client satisfaction. Efficiency and automation are key factors in enabling us to achieve this goal. The EquiLend platform is global, providing broad market coverage with

leading technological support. Its automated trading services optimise efficiency and straight-through processing while post-trade services mitigate risk and assist us in scaling our business.

EQUILEND.COM

EQUILEND

OUR INNOVATION. YOUR ADVANTAGE.

Διαφήμιση
της
EQUILEND



3.9 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Μαρτυρίες (Testimonials)

Testimonials

Testimonials

Several of the techniques below, like **Celebrities**, **Plain folks**, **Experts** and **Scientific evidence**, are specific types of testimonial technique.

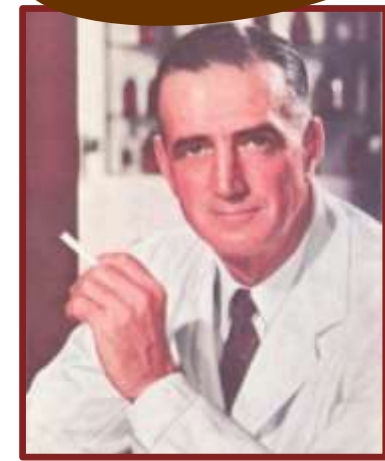
Celebrities



Plain folks



Experts



Scientific evidence

At the very origin of your skin's youth: your genes. Genes produce specific proteins. With age, their presence diminishes. Now, boost genes' activity and stimulate the production of youth proteins.

Discover the skin you were born to have. Breathtakingly beautiful, skin looks as if it-from-within. Its youthful quality returns: cushiony soft, astonishingly even, dramatically refined.

Clinically proven. Use AM and PM for powerful skin results in 7 days.*

Learn more at lancome.com

*Clinical study conducted on 100 women. Results shown are the average of 100 women. Individual results may vary. © 2004 Lancôme. All rights reserved.

3.10 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Διασημότητες (Celebrities)



Διασημότητες

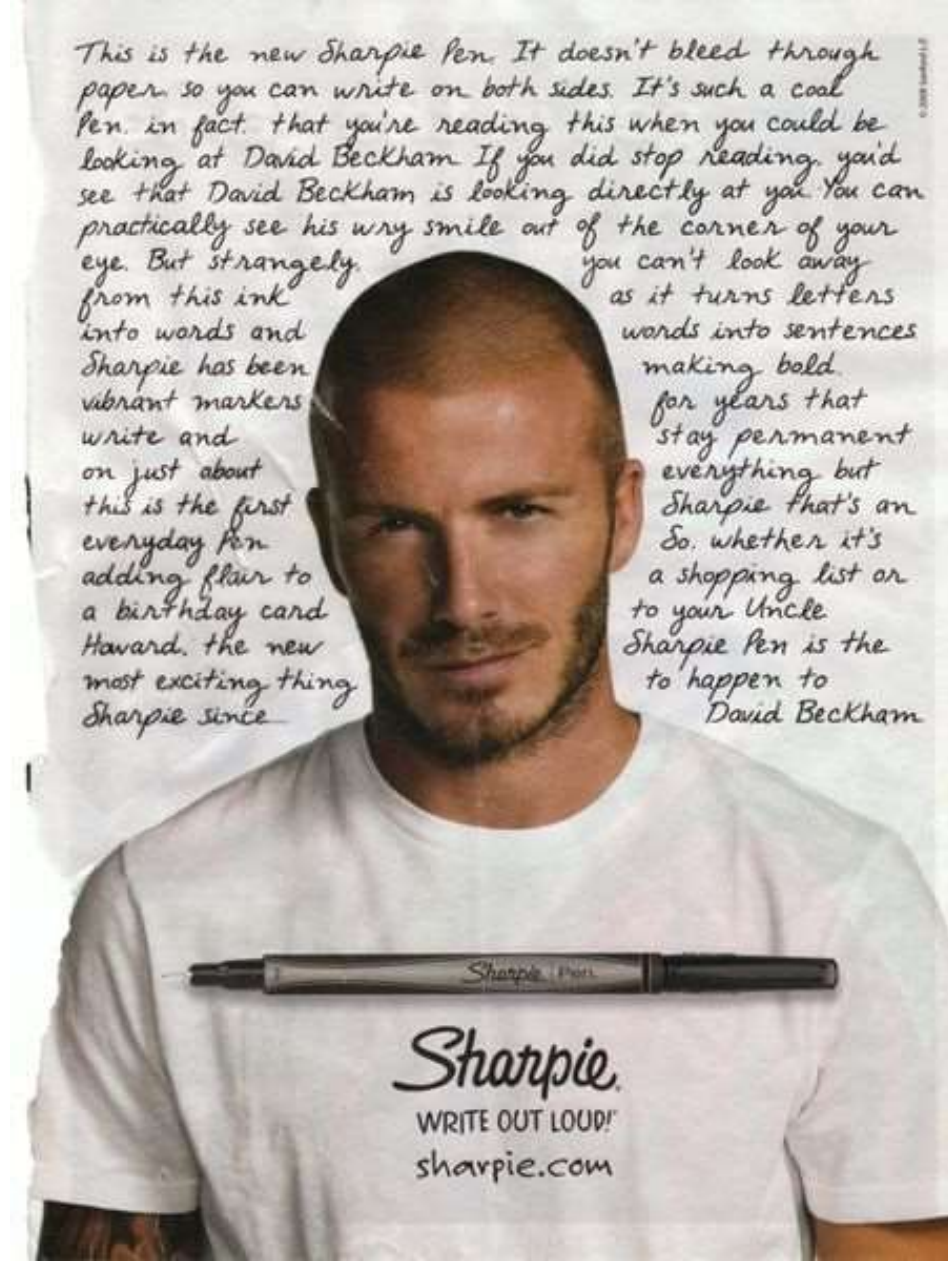
A type of Testimonial – the opposite of Plain folks.

We tend to pay attention to famous people. That's why they're famous! Ads often use celebrities to grab our attention. By appearing in an ad, celebrities implicitly endorse a product; sometimes the endorsement is explicit.

Many people know that companies pay celebrities a lot of money to appear in their ads (Nike's huge contracts with leading athletes, for example, are well known) but this type of testimonial still seems to be effective.



Η Marilyn Monroe σε διαφήμιση σαμπουάν



This ad for sharpies is promoted by famous soccer player David Beckham. This ad used testimonials and plain folks techniques to get people to pick and use sharpie.

It uses Beckham's celebrity status and they use a personalized handwritten letter from him in the ad.

3.10 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Διασημότητες (Celebrities)



ΟΠΑ
ΑΥΕΒ

Διασημότητες

I'M SENDING CHESTERFIELDS to all my friends.
That's the merriest Christmas any smoker can have —
Chesterfield mildness plus no unpleasant after-taste
Ronald Reagan

see RONALD REAGAN
starring in "MIDWINTER" a First
Thomas Paramount Production
Color by Technicolor

CHESTERFIELD Buy the beautiful Christmas-card carton

Ο Ronald Reagan
σε διαφήμιση
τσιγάρων

PEPSI

KING OF POP™

限量紀念版

BAD 25™

@迈克尔杰克逊中国网
weibo.com/mjjchina

Ο Michael
Jackson
σε
διαφήμιση
της Pepsi

3.11 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Απλός λαός (Plain folks)**



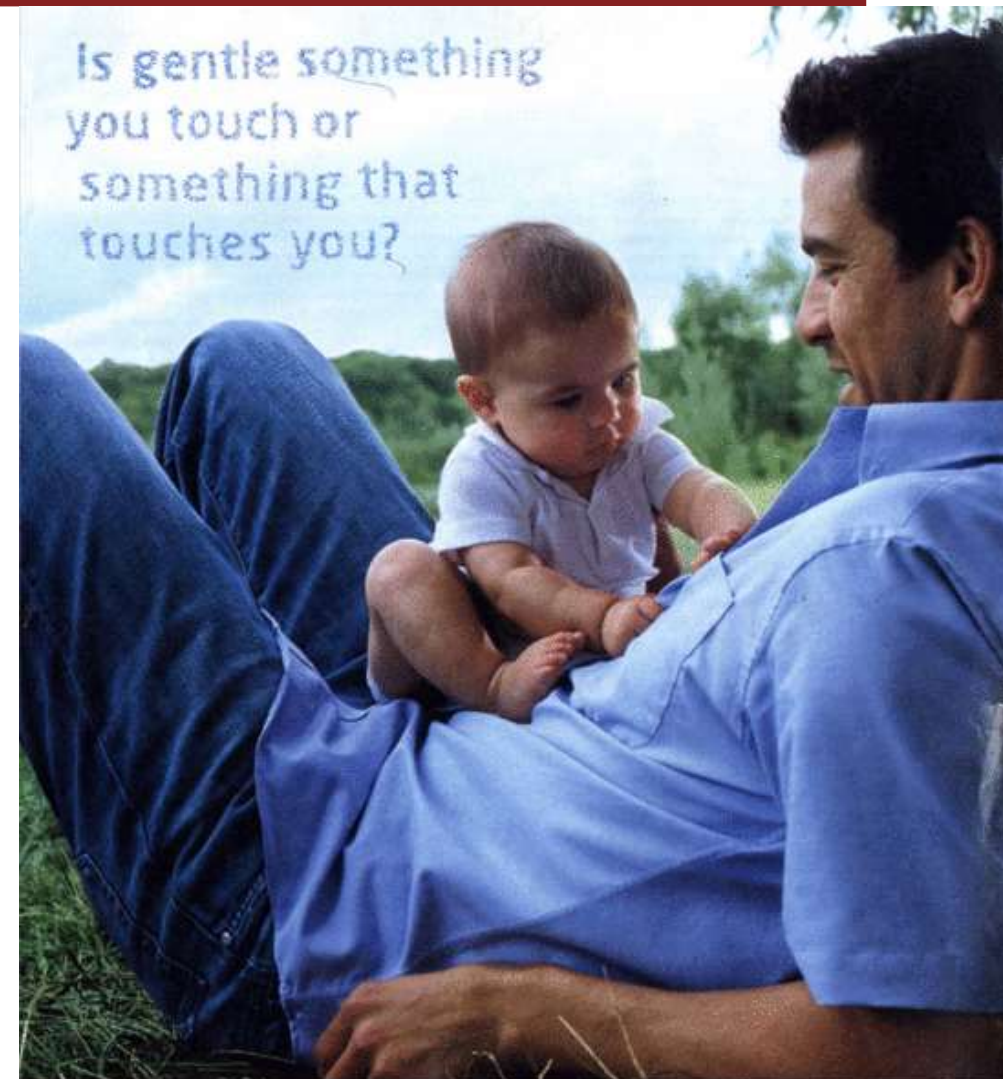
Απλός λαός

A type of Testimonial – the opposite of Celebrities.

This technique works because we may believe a "regular person" more than an intellectual or a highly-paid celebrity. It's often used to sell everyday products like laundry detergent because we can more easily see ourselves using the product, too.

The plain folks technique strengthens the down-home, "authentic" image of products like pickup trucks and politicians. Unfortunately, most of the "plain folks" in ads are actually paid actors carefully selected because they look like "regular people".

Διαφήμιση
του Ariel



Ariel Sensitive.

The name says it all. It's gentle next to skin, even the British Allergy Foundation has endorsed it.

www.arielsensitive.co.uk



new Dove Firming.
As tested on real curves.



Διαφήμιση
του Dove



ΟΠΑ
ΑΥΕΒ

3.12 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Ειδικοί (experts)**

Ειδικοί

A type of Testimonial.
We rely on experts to advise us about things that we don't know ourselves. Scientists, doctors, professors and other professionals often appear in ads and advocacy messages, lending their credibility to the product, service, or idea being sold.
Sometimes, Plain folks can also be experts, as when a mother endorses a brand of baby powder or a construction worker endorses a treatment for sore muscles.

According to repeated nationwide surveys,

More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have cool, cool *mildness*, pack after pack, and a *flavor* unmatched by any other cigarette. Make this sensible test: Smoke only Camels for 30 days and see how well Camels please your taste, how well they suit your throat as your steady smoke. You'll see how enjoyable a cigarette can be!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



MURDER OF MURDER says "I pick Camels. They agree with my throat and taste wonderful!"



DR. BRYANT says "I get more pleasure from Camels than from any other brand."



DR. DELANEY says "Camels suit my nose and throat. I've smoked 'em for years!"



For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).

Διαφήμιση της CAMEL

Διαφήμιση της FIAT

MR. FERRARI DRIVES A FIAT.



The Mr. Ferrari we refer to is the very same Mr. Ferrari who makes some of the fastest and most expensive cars in the world. And for his own personal use, he does drive a Fiat.

It's not that he feels the Fiat is any better than a Ferrari. He just feels that the car we make is a more sensible car to drive around town in than the car he makes.

However, it is rather enlightening that out of all the small sensible cars sold in Europe—some fifty in all—

he chose a Fiat.

Enlightening, but not astonishing, when you consider that in Europe, where they've been buying small cars for three generations, they buy more Fiats than anything else. Volkswagens included.

Now, if you're thinking about buying your first small car, you might keep all this in mind.

After all, when it comes to cars, you can't fool a Ferrari.

FIAT
The biggest selling car in Europe.

3.12 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ειδικοί (experts)



ΟΠΑ
ΑΥΕΒ

Ειδικοί

GORDON PARKS, ACE CAMERAMAN

One of America's leading photographers, Mr. Parks received the 1st Rosenwald Fellowship in Photography. He served in the Office of War Information during World War II, and his work has appeared many times in some of our country's greatest news and fashion publications.



Leaders in their fields

Always tops in quality and flavor . . .
always tops in value, too. That's why Pepsi is
America's fastest-growing cola favorite!
Get a carton of delicious sparkling Pepsi today!



MORE BOUNCE TO THE OUNCE

WHY TAKE LESS...WHEN PEPSI'S BEST!

LEADER IN HIS FIELD



Dr. Ralph J. Bunche—Top-ranking Director, Department of Trusteeship, United Nations Organization; Acting Mediator for Palestine; former U. S. Commissioner, Caribbean Commission; and Associate Chief, Division of Dependent Area Affairs, U. S. State Department. Shortly to receive the Spingarn Award for Outstanding Achievement at the Annual Convention of the National Association for the Advancement of Colored People.

LEADER IN ITS FIELD

- 1. FOR QUALITY**—Quality always has been Pepsi-Cola's keynote . . . unswerving standards of quality that govern the making of Pepsi, from the original ingredients through every step of blending and bottling.
- 2. FOR FLAVOR**—There's just one way you can really judge a flavor, and that's to try it. Try Pepsi-Cola. We're sure you'll make it your favorite drink.
- 3. FOR SIZE**—Naturally you want more for your money. That's just good sense. And every big bottle of Pepsi-Cola holds not 6, not 8 but 12 full ounces. Compare that with ordinary soft drinks. Pepsi is the best buy—the best value.



3.12 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ειδικοί (experts)



ΟΠΑ
ΑΟΕΒ

Ειδικοί

Διαφήμιση
της μπίρας
ΦΙΞ

Διαφήμιση του Skip



ΦΙΞ

Η μόνη Έλληνική Μπίρα που συνεχώς βραβεύεται διεθνώς

1864 ΜΠΥΡΑ ΦΙΞ

Άπολαύστε το φαγητό σας με μπίρα ΦΙΞ

3.13 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Επιστημονικά ευρήματα (Scientific evidence)



Επιστημονικά ευρήματα

This is a particular application of the Expert technique. It uses the paraphernalia of science (charts, graphs, statistics, lab coats, etc.) to "prove" something.

It often works because many people trust science and scientists. It's important to look closely at the "evidence," however, because it can be misleading.

Διαφήμιση του CHESTERFIELD



NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

MUCH MILDER
CHESTERFIELD
IS BEST FOR YOU

Copyright 1953, Lorain & Mow Tobacco Co.

APRIL 1953



13

É A L[®] PARIS
DERMO-EXPERTISE

INJECTIONS CAN WAIT!
L'Oréal's first moisturizer with Boswelox™ that decreases and softens expression lines and rejuvenates features.

NEW WRINKLE DE-CREASE

INNOVATION: ADVANCED WRINKLE CORRECTOR & DERMO-SMOOTHER
You laugh, you frown... your skin contracts and wrinkles deepen.
New: WRINKLE DE-CREASE WITH BOSWELOX™, a phyto-complex with new Boswellia extract and Manganese, fights the results of micro-contractions of the skin.

REMARKABLE RESULTS ON EXPRESSION LINES:^{*}

90% saw facial features softened and refreshed in 1 week
54% saw diminished forehead wrinkles in 1 week
63% saw crow's-feet diminished in 4 weeks

A rejuvenated, radiant expression.

DERMO-EXPERTISE.
FROM RESEARCH TO BEAUTY.

BECAUSE YOU'RE WORTH IT.™

FOR 30-SOMETHING SKIN, TARGETED ANTI-AGING ACTION.

L'ORÉAL PARIS

Διαφήμιση της L'ORÉAL

Wrinkle De-Crease is not intended to replace cosmetic procedures. *Based on consumer evaluations.

3.13 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Επιστημονικά ευρήματα (Scientific evidence)



ΕΡΑ
ΑΕΕΒ

Επιστημονικά ευρήματα

This is a particular application of the Expert technique. It uses the paraphernalia of science (charts, graphs, statistics, lab coats, etc.) to "prove" something.

It often works because many people trust science and scientists. It's important to look closely at the "evidence," however, because it can be misleading.

Διαφήμιση
ΤΟΥ
Lucozade

LUCOZADE SPORT HYDRATES AND FUELS YOU BETTER THAN WATER



WE KNOW THAT GREAT PERFORMANCES
AREN'T BORN FROM DETERMINATION ALONE.
THAT EXERCISING WITHOUT THE RIGHT TOOLS
WILL ONLY GET YOU SO FAR.
WE KNOW THAT WHEN YOU SWEAT YOU LOSE ELECTROLYTES.
WE KNOW THAT AFTER 60 - 90 MINUTES OF
EXERCISING YOUR BODY'S LEVELS START TO DEplete.
AND THAT MEANS YOUR BODY NEEDS FUEL.
WE KNOW THAT LUCOZADE SPORT GIVES YOUR
BODY THE ELECTROLYTES YOU'VE LOST.
IT HYDRATES AND FUELS YOU BETTER THAN WATER.
BUT DON'T JUST TAKE OUR WORD FOR IT.
TEST IT FOR YOURSELF. PICK UP A BOTTLE.
HIT THE GYM, THE TRACK, THE PITCH.
GIVE YOUR ALL.
FEEL THE RESULTS.

DO YOU BELIEVE?

#IBELIEVE

SCIENTIFICALLY PROVEN

NAME: GARETH BALE
DOB: 16/07/1989
HEIGHT: 1.86M
TEAM: TOTTENHAM HOTSPUR
& WALES



Lucozade, Lucozade Sport and the Arc Device are registered trade marks of the GlaxoSmithKline group of companies.

3.13 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Επιστημονικά ευρήματα (Scientific evidence)**



ΟΠΑ
ΑΥΕΒ

Επιστημονικά ευρήματα

This is a particular application of the Expert technique. It uses the paraphernalia of science (charts, graphs, statistics, lab coats, etc.) to "prove" something.

It often works because many people trust science and scientists. It's important to look closely at the "evidence," however, because it can be misleading.

Διαφήμιση
ΤΟΥ
GENIFIQUE

Youth is in your genes. *Reactivate it!*
See visibly younger skin in just 7 days.

GENIFIQUE
YOUTH ACTIVATING CONCENTRATE

At the very origin of your skin's youth: your genes. Genes produce specific proteins. With age, their presence diminishes. Now, boost genes' activity² and stimulate the production of youth proteins.²

Discover the skin you were born to have. Breathtakingly beautiful, skin looks as if lit-from-within. Its youthful quality returns: cushiony soft, astonishingly even, dramatically refined.

Clinically proven. Use AM and PM for powerful skin results in 7 days.⁴

Category	Percentage
Perfectly luminous	95%
Astorishingly even	92%
Cushiony soft	97%
Skin appearance is improved	90%

Learn more at lancome.com

¹Anti-wrinkle & pore-filler. ²Anti-oxidant & anti-inflammatory. ³Anti-irritation & anti-redness. ⁴Clinical studies on 100 women, 50 years old, with visible signs of aging. From: "Genifique" scientific publications in a clinical study, at the University of Paris.

Experience the Génifique
7 DAY TRIAL
What a difference a week makes. A free 7-day supply of Génifique awaits you at your local Lancôme counter.⁵

LANCÔME
PARIS

18 YEARS OF RESEARCH - 7 INTERNATIONAL PATENTS

3.14 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Κατηγορηματικές δηλώσεις (Explicit claims)



Κατηγορηματικές δηλώσεις

Something is "explicit" if it is directly, fully, and/or clearly expressed or demonstrated. For example, some ads state the price of a product, the main ingredients, where it was made, or the number of items in the package – these are explicit claims. So are specific, measurable promises about quality, effectiveness, or reliability, like “Works in only five minutes!”

Explicit claims can be proven true or false through close examination or testing, and if they're false, the advertiser can get in trouble. It can be surprising to learn how few ads make explicit claims. Most of them try to persuade us in ways that cannot be proved or disproved.

Διαφήμιση
του χυμού
ροδιού POM

Cheat death.

The antioxidant power of pomegranate juice:

POM
WONDERFUL
100% POMEGRANATE JUICE

3.14 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Κατηγορηματικές δηλώσεις (Explicit claims)



Κατηγορηματικές δηλώσεις

Something is "explicit" if it is directly, fully, and/or clearly expressed or demonstrated. For example, some ads state the price of a product, the main ingredients, where it was made, or the number of items in the package – these are explicit claims. So are specific, measurable promises about quality, effectiveness, or reliability, like "Works in only five minutes!"

Explicit claims can be proven true or false through close examination or testing, and if they're false, the advertiser can get in trouble. It can be surprising to learn how few ads make explicit claims. Most of them try to persuade us in ways that cannot be proved or disproved.

Διαφήμιση του
παισίδιου
ΑΠΕΝ

ΑΠΕΝ σημαίνει *Μόλις*

Μόλις
ΤΟ ΠΕΡΝΕΙΣ...
ΒΟΥ ΠΕΡΝΑ
Ο ΠΟΝΟΣ ΚΙ ΉΣΥΧΑΖΕΙΣ

ΑΠΕΝ
ΤΟ ΙΤΑΛΙΚΟΝ
ΠΑΥΣΙΠΟΝΟΝ του ΑΙΩΝΟΣ



ΟΠΑ
ΑΥΕΒ

3.15 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Φόβος (Fear)

Φόβος

This is the opposite of the Association technique. It uses something disliked or feared by the intended audience (like bad breath, failure, high taxes or terrorism) to promote a "solution."

Ads use fear to sell us products that claim to prevent or fix the problem. Politicians and advocacy groups stoke our fears to get elected or to gain support.

Which would you rather have, a **cholesterol** test or a final exam?

For many, the first sign of heart disease is a heart attack. Did you know that one out of two adult Canadians is at risk of developing heart disease because they have high cholesterol? And that cardiovascular disease IS the leading cause of death in Canada? High cholesterol is a major risk factor for heart disease but managing your cholesterol can be quite simple.

OFFICE OF THE MEDICAL EXAMINER

Case No. 5841-96 Overweight No
 Name J.B. Age 42
 Cause of Death Heart attack Sex M

Call toll-free at 1-877-4-LOW-LDL (1-877-456-9535) or visit www.makingtheconnection.ca and you will receive this free booklet describing the connection between cholesterol and heart disease.

If any of these apply to you, cut this screening test out and ask your doctor about getting your cholesterol tested:

- Woman 50 years or older
- Man 40 years or older
- Heart disease (angina, heart attack, coronary bypass, stroke, angioplasty)
- Diabetes
- Family history (mother, father, sister, brother or grandparent) of heart disease or high cholesterol
- Two or more of the following:
 - Overweight
 - Physically inactive
 - Smoker
 - High blood pressure

Canadian Lipid Nurse Network

Making the Connection

www.makingtheconnection.ca

3.15 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Φόβος (Fear)**



ΟΠΑ
ΑΥΕΒ

Φόβος

LAST YEAR, HANDGUNS KILLED
48 PEOPLE IN JAPAN.
8 IN GREAT BRITAIN.
34 IN SWITZERLAND.
52 IN CANADA.
58 IN ISRAEL.
21 IN SWEDEN.
42 IN WEST GERMANY.
10,728 IN THE UNITED STATES.

GOD BLESS AMERICA.



STOP HANDGUNS BEFORE THEY STOP YOU.

Διαφήμιση της
οδοντόκρεμας
Crest



There are some things you just
can't afford to gamble with.

When you get a cavity, there's no second chance.

That's why it's important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.

It's a point that's made rather

The dentists' choice for fighting cavities.

dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.

There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.



*Crest has been shown to be an effective anticaries preventive dentifrice that can be of significant value when used in a comprehensive oral hygiene program of oral hygiene and regular professional care.†Based on Dental Treatments, American Dental Association. © 1987, P&G.



Διαφήμιση της οδοντόκρεμας
Maxam. Η ιδέα είναι:

“Πλένετε τα δόντια σας με Maxam
αλλιώς ... θ' αποκτήσουν
κολοσσιαίες κουφάλες”

别让细菌蛀下来



3.16 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Χιούμορ (Humor)



ΟΠΑ
ΑΥΕΒ

Χιούμορ

Many ads use humor because it grabs our attention and it's a powerful persuasion technique. When we laugh, we feel good. Advertisers make us laugh and then show us their product or logo because they're trying to connect that good feeling to their product. They hope that when we see their product in a store, we'll subtly re-experience that good feeling and select their product. Advocacy messages (and news) rarely use humor because it can undermine their credibility; an exception is political satire.



Comfort at work.
wondor.blogspot.com



Commercial
vehicles

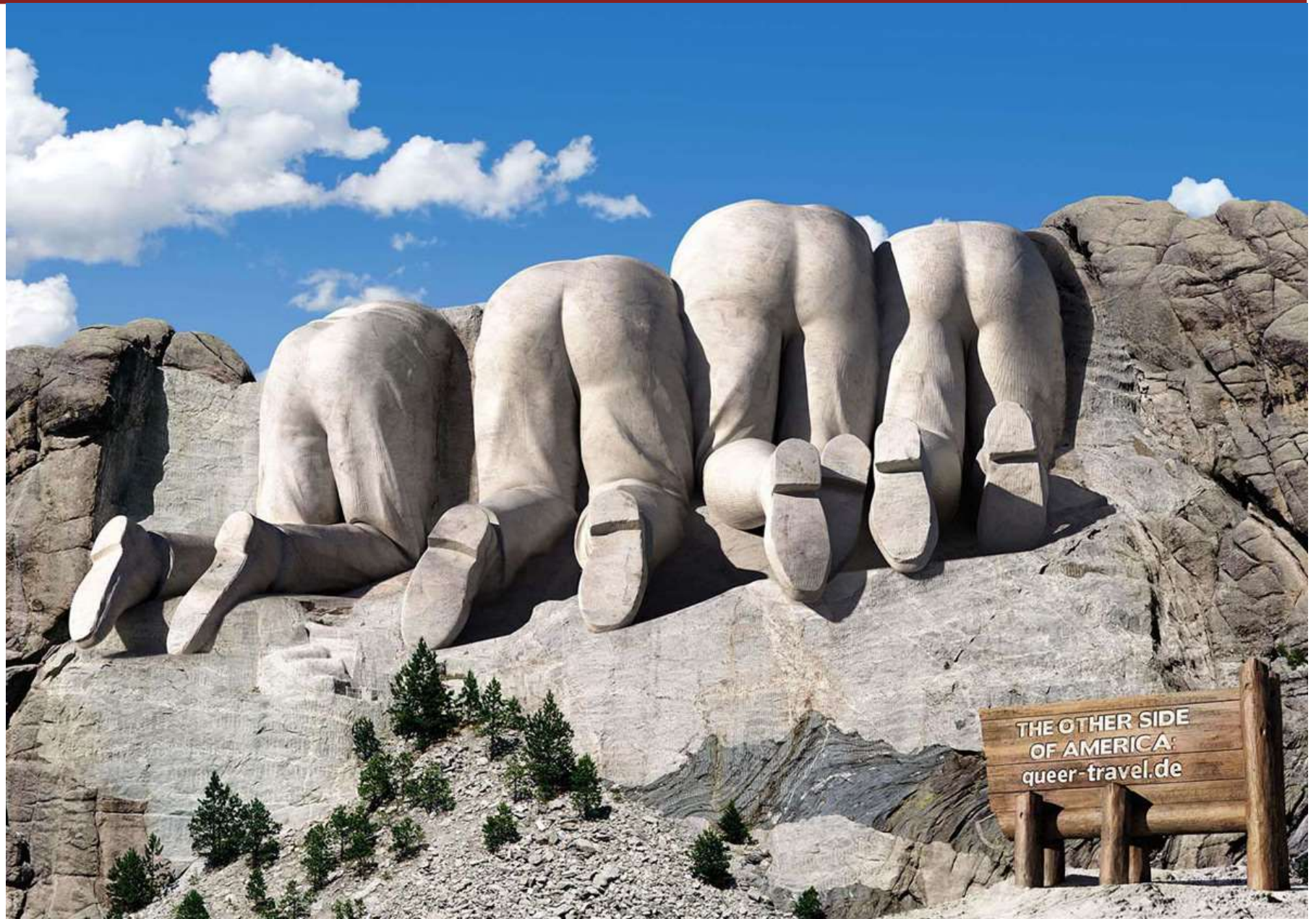


ΟΠΑ
ΑΥΕΒ

3.16 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Χιούμορ (Humor)**

50

Χιούμορ



Rushmore Monument

3.16 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Χιούμορ (Humor)**



Χιούμορ



Sharper than you think. The WMF Grand Gourmet knife with Damasteel blade.



3.17 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Έμφαση/Υπερβολή (Intensity/Hyperbole)



Έμφαση/Υπερβολή.

The language of ads is full of intensifiers, including superlatives (greatest, best, most, fastest, lowest prices), comparatives (more, better than, improved, increased, fewer calories), hyperbole (amazing, incredible, forever), exaggeration, and many other ways to hype the product.



Maxell Corporation of America, 85 Oxford Drive, Westborough, MA 01581

If your old favorites don't sound as good as they used to, the problem could be your recording tape. Some tapes show their age more than others. And when a tape ages prematurely, the music on it does too. What can happen is, the oxide particles that are bound onto tape loosen and fall off, taking some of your music with them. At Maxell, we've developed a binding process that helps to



3.17 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Έμφαση/Υπερβολή (Intensity/Hyperbole)



Έμφαση/
Υπερβολή.

SONY

like.no.other™

LIGHTWEIGHT LIKE NO OTHER

Made from carbon fiber, the new 1.15 kg T2 is the world's lightest notebook.

VAIO

3.18 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Αμφιβολία (Maybe)**



ΟΠΑ
ΑΥΕΒ

Αμφιβολία

Unproven, exaggerated or outrageous claims are commonly preceded by "weasel words" such as may, might, can, could, some, many, often, virtually, as many as, or up to. Watch for these words if an offer seems too good to be true.

Commonly, the Intensity and Maybe techniques are used together, making the whole thing meaningless.



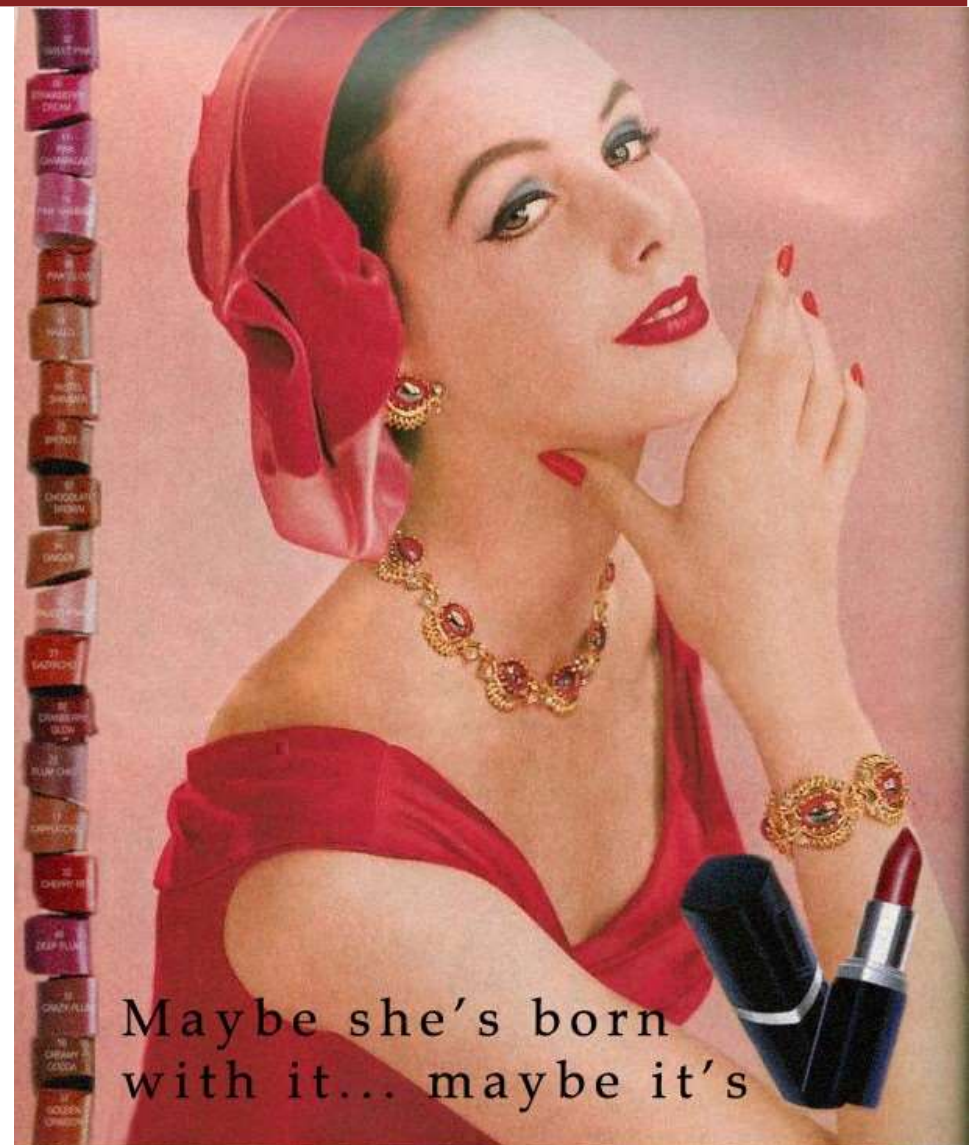
Hair color so natural only her hairdresser knows for sure!

She's as full of fun as a kid—and just as fresh looking! Her hair sparkles with clear, radiant, young color that looks as natural in the bright light of snow as it does in the soft light of a candle. And *this* is the beautiful difference with Miss Clairol. In every light, Miss Clairol hair color looks natural. It keeps your hair lovely to touch—silky, shiny, in wonderful condition. Yet all it takes is minutes!

Hairdressers everywhere prefer Miss Clairol to all other haircolorings, recommend it, use it every time to freshen fading color. Its *automatic color timing* is most dependable. And Miss Clairol really covers gray. But best of all, they love the lively, natural look of it, the soft, ladylike tone. And so will you. So try Miss Clairol yourself. Today. Creme Formula or Rogulnr.



MISS CLAIROL HAIR COLOR BATH!
THE NATURAL-LOOKING HAIRCOLORING • MORE WOMEN USE MISS CLAIROL THAN ALL OTHER HAIRCOLORING COMBINED
MISS CLAIROL HAIR COLOR BATH is a trademark of Clairol Inc. ©Clairol Inc. 1984



Maybe she's born with it... maybe it's

Worth 1000.com
MAYBELLINE
NEW YORK

3.19 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Επανάληψη (Repetition)



Επανάληψη

Advertisers use repetition in two ways:

Within an ad or advocacy message, words, sounds or images may be repeated to reinforce the main point.

And the message itself (a TV commercial, a billboard, a website banner ad) may be displayed many times.

Even unpleasant ads and political slogans work if they are repeated enough to pound their message into our minds.



21st june, happiest day of 2013

Coca-Cola, 'Coke', the Contour Bottle and the Dynamic Ribbon are registered trademarks of The Coca-Cola Company. Coca-Cola contains no nuts. ©2013 The Coca-Cola Company.



3.19 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Επανάληψη (Repetition)



Επανάληψη

Advertisers use repetition in two ways:

Within an ad or advocacy message, words, sounds or images may be repeated to reinforce the main point.

And the message itself (a TV commercial, a billboard, a website banner ad) may be displayed many times.

Even unpleasant ads and political slogans work if they are repeated enough to pound their message into our minds.



The Volkswagen Theory of Evolution.

Can you spot the Volkswagen with the fins? Or the one that's bigger? Or smaller? Or the one with the fancy chrome work? You can't!

The reason you can't see any revolutionary design changes on our car is simple: there aren't any.

Now, can you spot the Volkswagen with the synchromesh first gear? Or the one with the more efficient heater? How about the one with the anti-lay bar? Or the more powerful engine? You can't!

The reason you can't see most of our evolutionary changes is because we've made them sleep down inside the car.

And that's our theory: never change the VW for the sake of change, only to make it better.

That's what keeps our car ahead of its time. And never out of style.

Even if you aren't driving the most evolved VW of all. Our '63.

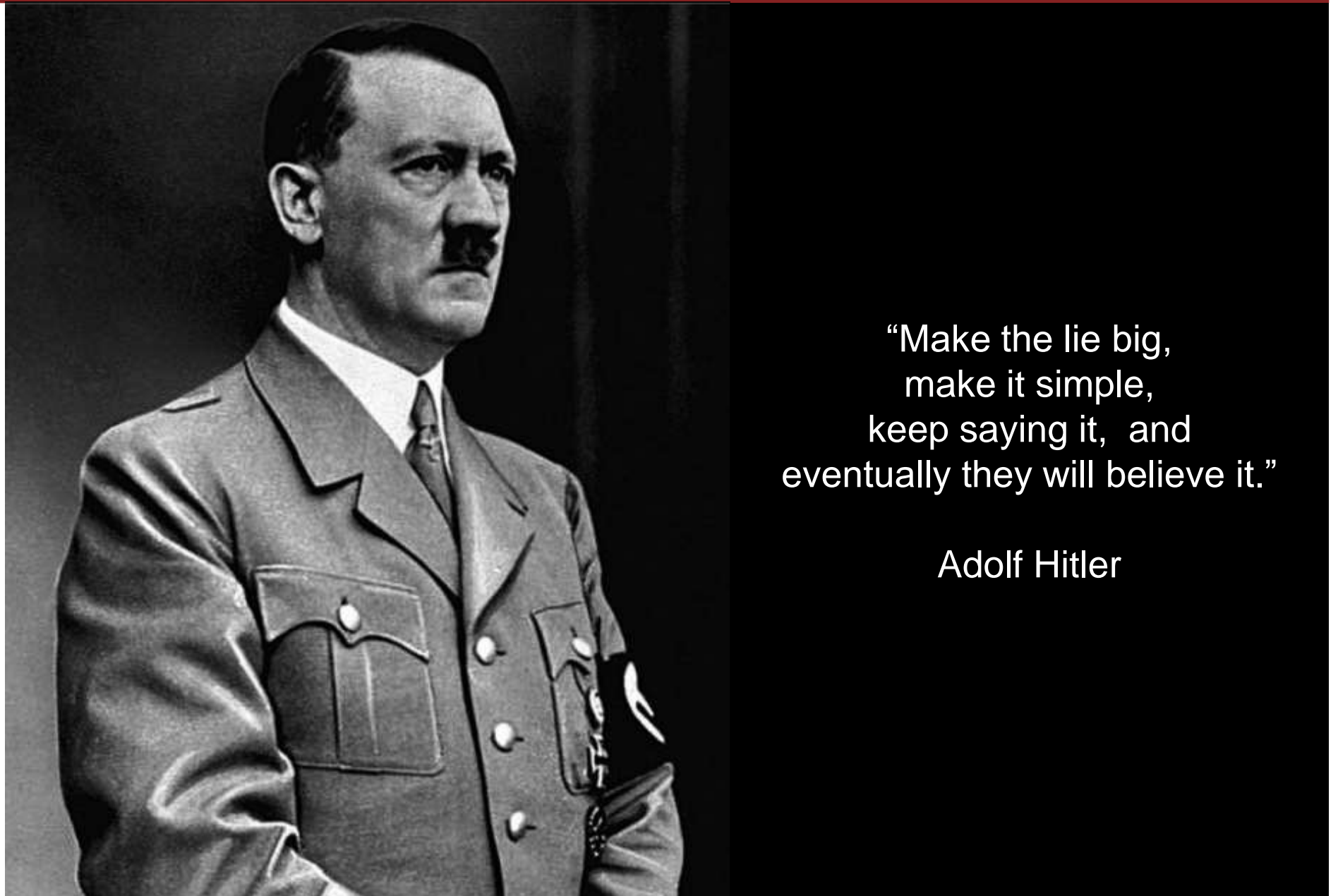
3.20 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Το μεγάλο ψέμα (The big lie)



Το μεγάλο ψέμα

According to Adolf Hitler, one of the 20th century's most dangerous propagandists, *people are more suspicious of a small lie than a big one*. The Big Lie is more than exaggeration or hype; it's telling a complete falsehood with such confidence and charisma that people believe it.

Recognizing The Big Lie requires "thinking outside the box" of conventional wisdom and asking the questions other people don't ask.



"Make the lie big,
make it simple,
keep saying it, and
eventually they will believe it."

Adolf Hitler



ΟΠΑ
ΑΥΕΒ

3.20 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Το μεγάλο ψέμα (The big lie)

58

Το μεγάλο ψέμα



ELVIS LIVES!

And he has his posters printed at
BANDPOSTERPRINTING.COM
...shouldn't you?

50 Posters: \$20 • 500 4x6" Flyers: \$49

500 3x4.5" Flyers: \$40

Backstage Passes: \$1⁷⁵

Event Tickets as low as 13¢ ea.

215 Logan St. SW Suite 200, G.R.

616.458.6636

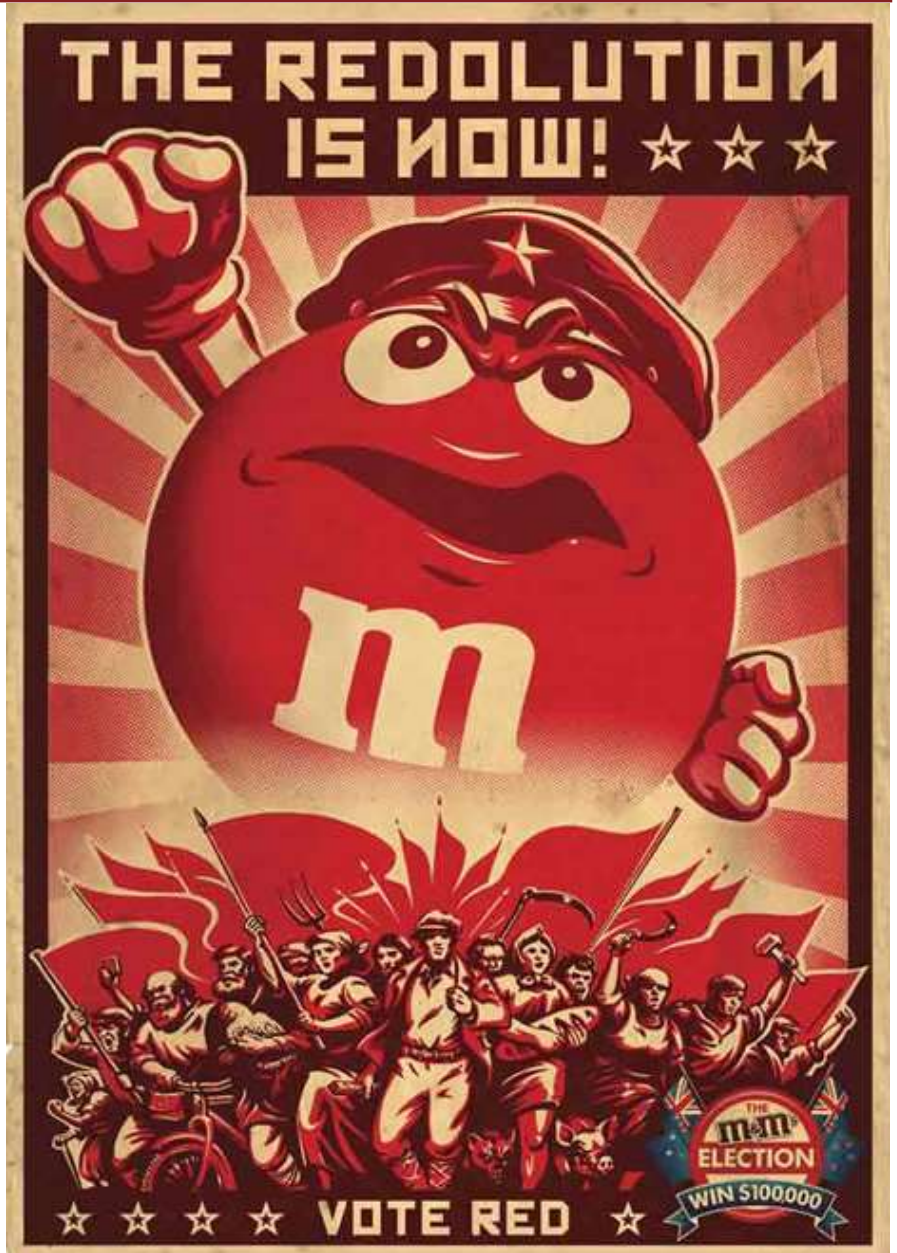
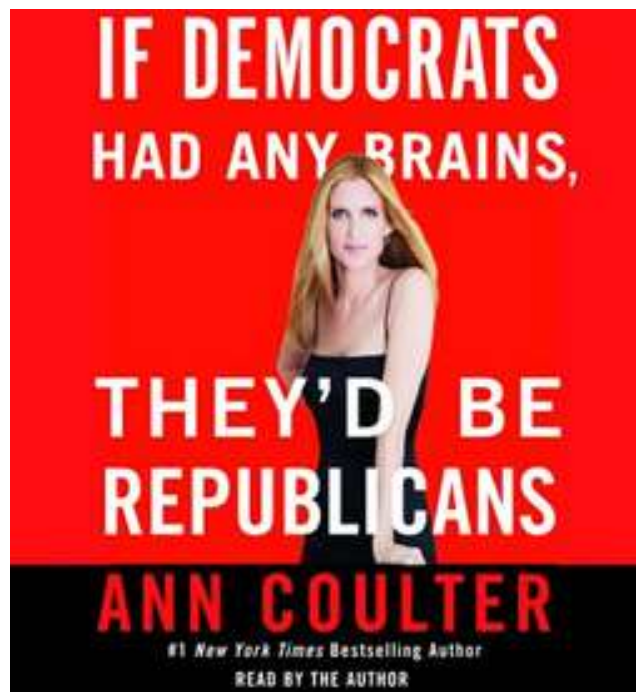
orders@bandposterprinting.com



ΟΠΑ
ΑΥΕΒ

3.20 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Το μεγάλο ψέμα (The big lie)

Το μεγάλο ψέμα



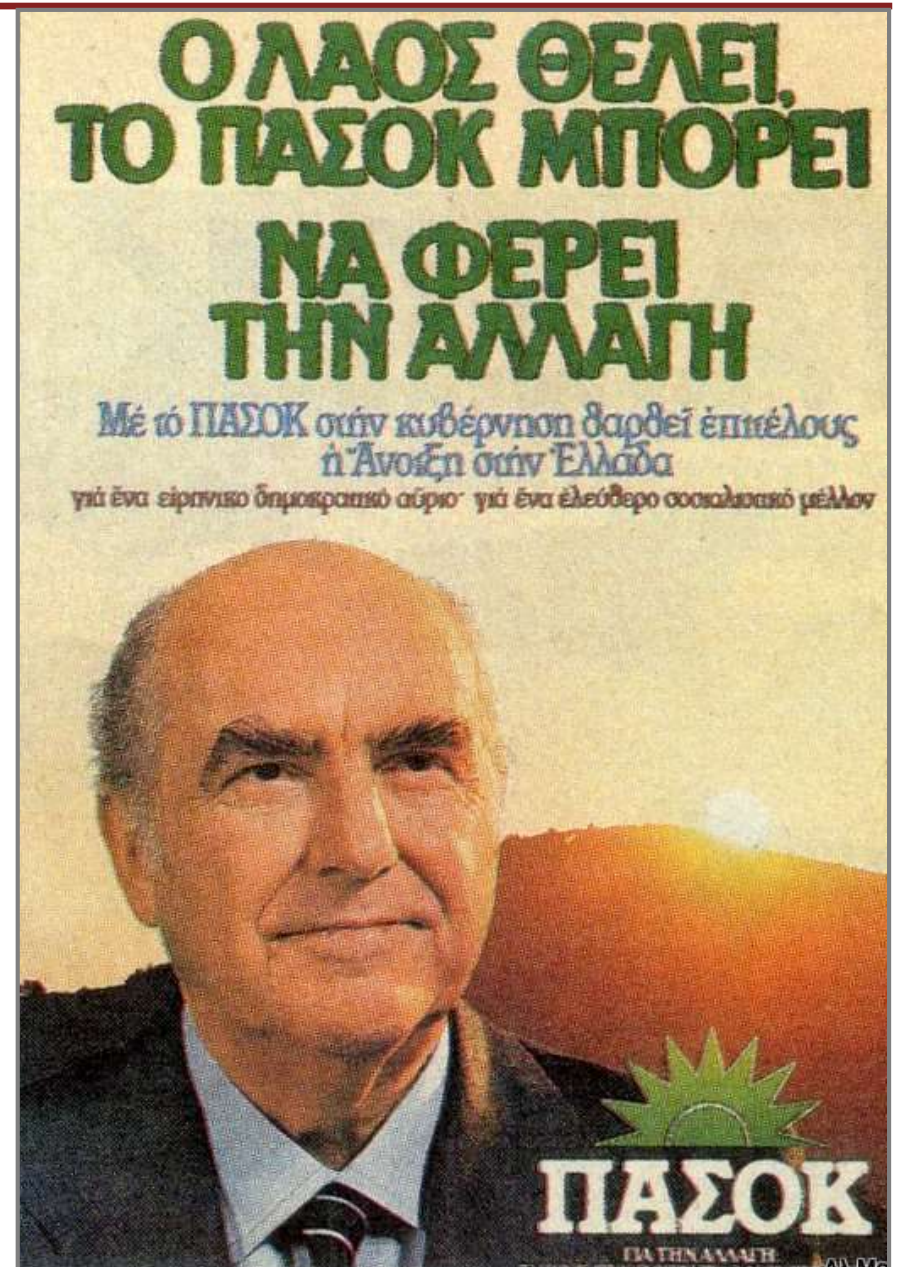


ΟΠΑ
ΑΥΕΒ

3.21 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Χάρισμα (Charisma)**

Χάρισμα
Sometimes, persuaders can be effective simply by appearing firm, bold, strong, and confident. This is particularly true in political and advocacy messages.

People often follow charismatic leaders even when they disagree with their positions on issues that affect them.





ΟΠΑ
ΑΥΕΒ

3.21 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Χάρισμα (Charisma)**

61

Χάρισμα



Paul Newman
& Marilyn Monroe
on vespa





3.22 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Συναισθηματικές λέξεις

Emotional words

Emotional words

Several of the persuasion techniques below, like **Euphemism**, **Glittering generalities** and **Name-calling**, are specific types of techniques that use emotional words.

Euphemism



Glittering generalities



Name-calling



3.23 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ευφημισμός (Euphemism)



Ευφημισμός

While the Glittering generalities and Name-calling techniques arouse audiences with vivid, emotionally suggestive words, Euphemism tries to pacify audiences in order to make an unpleasant reality more palatable.

Bland or abstract terms are used instead of clearer, more graphic words. Thus, we hear about corporate “downsizing” instead of “layoffs,” or “enhanced interrogation techniques” instead of “torture”.

Η πρώτη διαφήμιση της πρώτης σερβιέτας εξιστορούσε το πώς ο χαρτοεπίδεσμος «έσωσε τις νοσοκόμες»

KOTEX

How War Nurses Found a New Use for Cellucotton

NECESSITY being the mother of invention, our war nurses in France first discovered a new use for Cellucotton, which has led to Kotex—a universal product at a universal price.

“Cellucotton,” they wrote, “is doing such wonderful work as a sanitary absorbent, that nurses are making sanitary pads from it for their own uses.”

5¢ Each
12 for 60¢



Jump for joy!

Today you're going to show the whole trampoline class how to do forward and back turns and the one-and-a-half twist. And you're confident, even if today just happens to be one of “those days”.

With internally worn Tampax tampons, even wrong days can turn out all right. There are no pads to bulge, no

discomfort, no chafing or other irritation. They're easy to insert, and when in place you can't even feel them. Tampax tampons come in two absorbencies – Regular and Super – in standard 10's and the Economy 40's at substantial saving.

When you have Tampax tampons to help simplify your life, no wonder you jump for joy.



The internal protection more women trust **TAMPAX** tampons

MADE ONLY BY TAMPAX LIMITED, HAVANT, HAMPSHIRE

3.24 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Εντυπωσιακές γενικότητες (Glittering generalities)



ΟΠΑ
ΑΥΕΒ

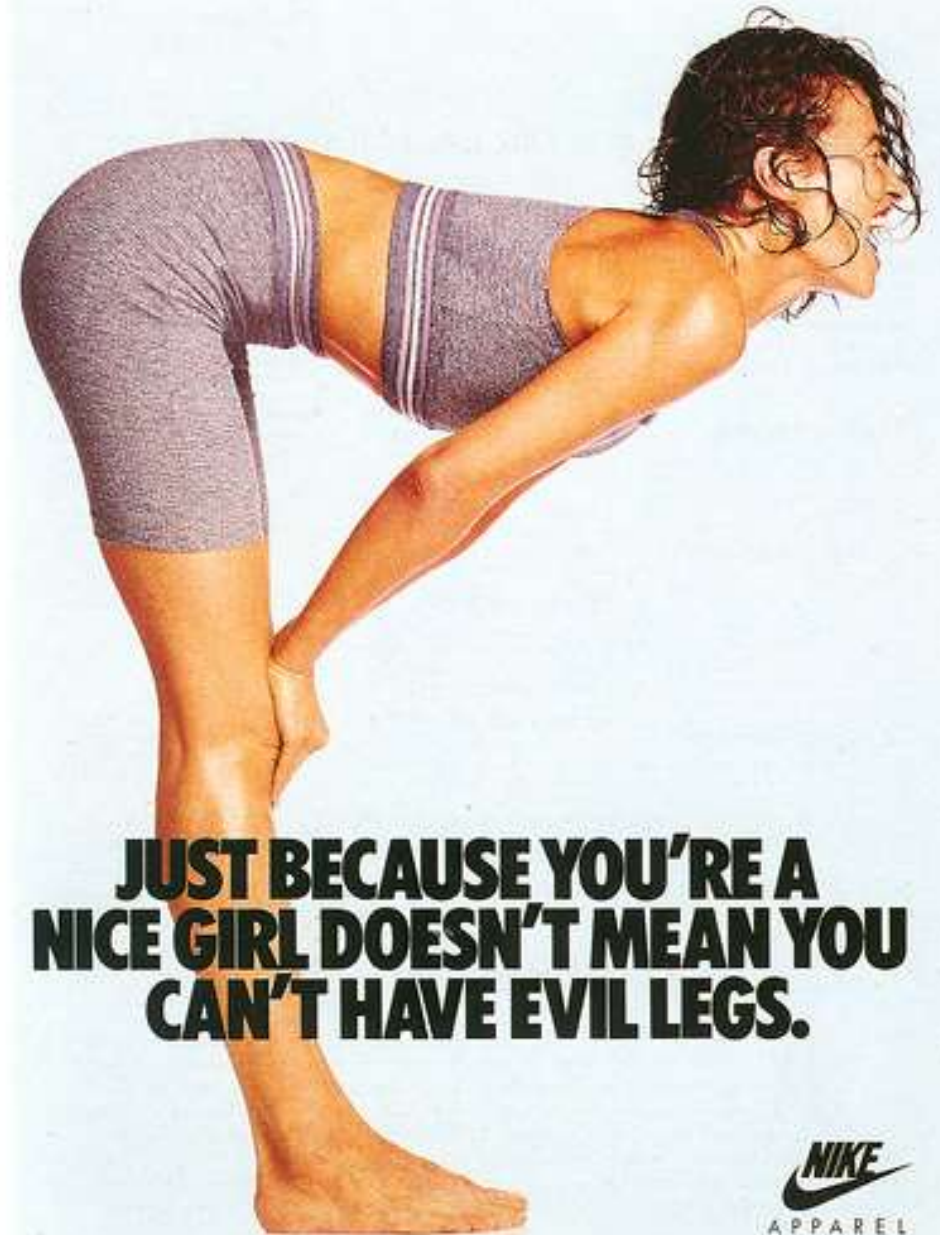
Εντυπωσιακές γενικότητες

This is the use of so-called "virtue words" such as civilization, democracy, freedom, patriotism, motherhood, fatherhood, science, health, beauty, and love.

Persuaders use these words in the hope that we will approve and accept their statements without examining the evidence. They hope that few people will ask whether it's appropriate to invoke these concepts, while even fewer will ask what these concepts really mean.

Ήθ' ἀ τὸ ἐρωτεύθη ἢ Ἀθήνα.

...Ὅπως τὸ ἐρωτεύθησαν ὅλες οἱ μεγαλοπόλεις.
Εἶναι τὸ νέο πέδιλο ποὺ μᾶς φέρνει τὸ καλοκαίρι
τοῦ '74. Μαλακό, δροσερό, κομψό, εὐκολοφόρετο.
Θὰ τὸ βρῆτε, ἀποκλειστικά, στὰ καταστήματα
ΜΟΣΧΟΥΤΗΣ, ΓΚΑΛΑΞΥ, ΠΕΤΡΙΔΗΣ.





ΟΠΑ
ΑΥΕΒ

3.24 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Εντυπωσιακές γενικότητες (**Glittering generalities**)

65

Εντυπωσιακές γενικότητες

This is the use of so-called "virtue words" such as civilization, democracy, freedom, patriotism, motherhood, fatherhood, science, health, beauty, and love.

Persuaders use these words in the hope that we will approve and accept their statements without examining the evidence. They hope that few people will ask whether it's appropriate to invoke these concepts, while even fewer will ask what these concepts really mean.





ΟΠΑ
ΑΥΕΒ

3.25 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Αρνητική ταυτότητα (Name-calling)**

Αρνητική ταυτότητα

This technique links a person or idea to a negative symbol (liar, creep, gossip, etc.). It's the opposite of Glittering generalities.

Persuaders use Name-calling to make us reject the person or the idea on the basis of the negative symbol, instead of looking at the available evidence.

A subtler version of this technique is to use adjectives with negative connotations (extreme, passive, lazy, pushy, etc.)

**ΈΧΕΤΕ ΠΙΤΥΡΙΔΑ;
πάρτε Σέμπιξ.**

⊕

“Αν όλα τὰ σαμπουάν σᾶς ἀπογοήτευσαν
“Αν ἀκόμη δὲν σᾶς ἄφησε ἡ πιτυρίδα
“Αν τὰ μαλλιά σας ἐξακολουθοῦν γὰ εἶναι θαμπὰ καὶ εὐθραυστα...
... δοκιμᾶστε τὸ μόνο φαρμακευτικὸ σαμπουάν **SEBBIX**.
Τὸ σαμπουάν **SEBBIX** τὸ συνιστοῦν ὅλοι οἱ γιατροὶ σὲ ὅλον τὸ κόσμο.

⊕

**Γιὰ ὅλα τὰ μαλλιά
Σαμπουάν**

sebbix

ΠΡΟΪΟΝ ΤΗΣ
GENATOSAN LTD · ENGLAND

δίνει ὑγεία κι' ὀμορφιά.

ASUS recommends Windows 8.

SAY NO TO ANNOYING TRACKPAD CLICKS.

The **ASUS VivoBook X202E notebook** puts life at your fingertips with its incredible 11.6" HD LED multi-touch screen that lets you double tap to open documents, swipe to browse photos, pinch to zoom into maps, just like you would with a smartphone.

Discover the incredible at incredibletogether.asus.com

ASUS and YOU
INCREDIBLE TOGETHER

Beautiful, fast, fluid Windows 8

ASUS Inspiring Innovation • Persistent Perfection



ΟΠΑ
ΑΥΕΒ

3.26 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Εξαγωγή συμπεράσματος (Extrapolation)

Εξαγωγή συμπεράσματος

Persuaders sometimes draw huge conclusions on the basis of a few small facts.

Extrapolation works by ignoring complexity. It's most persuasive when it predicts something we hope can or will be true.

Διαφημίσεις της Avis

**Avis is only No.2
in rent a cars.
So why go with us?**



We try harder.
(When you're not the biggest,
you have to.)

We just can't afford dirty ash-
trays. Or half-empty gas tanks. Or
worn wipers. Or unwashed cars.
Or low tires. Or anything less than

seat-adjusters that adjust. Heaters that heat. Defrost-
ers that defrost.

Obviously, the thing we try hardest for is just to be
nice. To start you out right with a new car, like a lively,
super-torque Ford, and a pleasant smile. To know, say,
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

©1981 Avis Rent A Car System, Inc.

**No. 2ism.
The Avis Manifesto.**



We are in the rent a car business,
playing second fiddle to a giant.

Above all, we've had to learn how
to stay alive.

In the struggle, we've also learned
the basic difference between the
No. 1's and No. 2's of the world.

The No. 1 attitude is: "Don't do the wrong thing.
Don't make mistakes and you'll be O.K."

The No. 2 attitude is: "Do the right thing. Look for
new ways. Try harder."

No. 2ism is the Avis doctrine. And it works.

The Avis customer rents a clean, new Opel Rekord, with
wipers wiping, ashtrays empty, gas tank full, from an
Avis girl with smile firmly in place.

And Avis itself has come out of the red into the black.

Avis didn't invent No. 2ism. Anyone is free to use it.

No. 2's of the world, arise!

3.27 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Κολακεία (Flattery)**



ΟΠΑ
ΑΥΕΒ

Κολακεία

Persuaders love to flatter us.

Politicians and advertisers sometimes speak directly to us: "You know a good deal when you see one." "You expect quality." "You work hard for a living." "You deserve it."

Sometimes ads flatter us by showing people doing stupid things, so that we'll feel smarter or superior.

Flattery works because we like to be praised and we tend to believe people we like. (We're sure that someone as brilliant as you will easily understand this technique!).

**The new Camaro Type LT.
You deserve a car this good.**

Camaro Type LT at Zuma Beach, California.

GM

For 1973, there's a new kind of Camaro called the Type LT. The "L" is for luxury, the "T" is for touring.

In the realm of luxury, LT standards include full-foam, cloth-and-vinyl seats, power steering, wood-grain vinyl accents on the instrument panel and doors and Hide-A-Way windshield wipers.

For an even quieter, more luxurious ride, insulation has



been added from the road to the roof.

And for the touring side of LT, there's Camaro's already-famous road-hugging suspension, Rally Wheels, twin sport mirrors (left-side is remote control), a Turbo-Fire 350 V8 and special instrumentation.

New Camaro Type LT. Now you can have your luxury and drive it, too.

1973 Chevrolet. Building a better way to see the U.S.A. **Chevrolet**



because *you* are the very air he breathes...

Nothing matters but you two. Your world is all wrapped up in this one momentous moment. Don't let anything spoil it. Double check your charm every day with VETO... the deodorant that drives away odor... drives away perspiration worries. (Remember, if you're nice to be next to... next to nothing is irresponsible!)



3.27 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Κολακεία (Flattery)**



ΟΠΑ
ΑΥΕΒ

Κολακεία

Persuaders love to flatter us.

Politicians and advertisers sometimes speak directly to us: "You know a good deal when you see one." "You expect quality." "You work hard for a living." "You deserve it."

Sometimes ads flatter us by showing people doing stupid things, so that we'll feel smarter or superior.

Flattery works because we like to be praised and we tend to believe people we like. (We're sure that someone as brilliant as you will easily understand this technique!).



3.28 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Νέο (New)**



ΟΠΑ
ΑΥΕΒ

Νέο

We love new things and new ideas, because we tend to believe they're better than old things and old ideas.

That's because the dominant culture in the United States (and many other countries) places great faith in technology and progress.





ΟΠΑ
ΑΥΕΒ

3.28 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Νέο (New)**

Νέο



FROM YOUR HANDS TO THE RIGHT HANDS.
SECURITY CAMERAS WITH REMOTE ACCESS.



CEG
TECHNOLOGY FOR SECURITY



ΟΠΑ
ΑΥΕΒ

3.29 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Ρητορικές ερωτήσεις (Rhetorical questions)**

72

Ρητορικές ερωτήσεις

These are questions designed to get us to agree with the speaker. They are set up so that the "correct" answer is obvious.

"Do you want to get out of debt?" "Do you want quick relief from headache pain?" and "Should we leave our nation vulnerable to terrorist attacks?" are all rhetorical questions.

Ποιανού είναι τα γενέθλια, τέλος πάντων;

Η Επισκοπική Εκκλησία θεωρεί ότι το σημαντικό νέο τα Χριστούγεννα δεν είναι ποιος κατεβαίνει από την καμινάδα, αλλά το ποιος ήρθε στη γη από τον Ουρανό.

Σε προσκαλούμε να έρθεις να μας συναντήσεις και να γιορτάσουμε τη γέννηση του Ιησού Χριστού.

Η Επισκοπική Εκκλησία

Whose birthday is it, anyway?

The Episcopal Church believes the important news at Christmas is not who comes down the chimney, but who came down from heaven. We invite you to come and join us as we celebrate the birth of Jesus Christ.
The Episcopal Church



3.30 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Απλή λύση (Simple solution)



Απλή λύση

Life is complicated. People are complex. Problems often have many causes, and they're not easy to solve. These realities create anxiety for many of us. Persuaders offer relief by ignoring complexity and proposing a Simple solution.

Politicians claim one policy change (lower taxes, a new law, a government program) will solve big social problems.

Advertisers take this strategy even further, suggesting that a deodorant, a car, or a brand of beer will make you beautiful, popular and successful.

**Και σύ θά νιώθης
καλύτερα μέ...**

ΦΙΞ

‘Η μύρα περιέχει 50 ωφέλιμα
συστατικά και τη Βιταμίνη Ρca
που ξανανιώνει τόν οργανισμό.

**ΖΗΤΟ Η ΕΛΕΥΘΕΡΙΑ...
ΚΑΤΟ Η ΜΠΟΥΓΑΔΑ...
ΖΗΤΟ ΤΟ ΖΑΝΟΥΣΣΙ**

Δέν χρειάζονται αγώνες
γιά νά άποκτήση ή γυναίκα
τήν ελευθερία της
Τήν κατακτά σίγουρα
μέ ένα πλυντήριο

ZANUSSI

ΑΥΤΟ ΕΙΝΑΙ
ΤΟ ΥΠΕΡΑΥΤΟΜΑΤΟ
ΠΛΥΝΤΗΡΙΟ
ZANUSSI 1966
ΜΟΔ. 285
ΧΩΡΤΙΚΟΤΗΤΟΣ
5 ΚΙΛΩΝ
ΚΑΙ ΑΚΟΜΗ
2 ΜΟΝΤΕΛΛΑ
THERMOGRADUAL
ΑΥΤΟΜΑΤΑ
ΧΩΡΤΙΚΟΤΗΤΟΣ
4 ΚΑΙ 5 ΚΙΛΩΝ

ΠΩΛΟΥΝΤΑΙ
ΣΕ ΟΛΑ ΤΑ ΚΑΛΑ
ΚΑΤΑΣΤΗΜΑΤΑ
ΗΛΕΚΤΡΙΚΩΝ
ΟΙΚΙΑΚΩΝ
ΣΥΣΚΕΥΩΝ

3.31 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Ολισθηρή πλαγιά (Slippery slope)



Ολισθηρή πλαγιά

This technique combines Extrapolation and Fear. Instead of predicting a positive future, it warns against a negative outcome. It argues against an idea by claiming it's just the first step down a "slippery slope" toward something the target audience opposes.

"If we let them ban smoking in restaurants because it's unhealthy, eventually they'll ban fast food, too." This argument ignores the merits of banning smoking in restaurants. The Slippery slope technique is commonly used in political debate, because it's easy to claim that a small step will lead to a result most people won't like, even though small steps can lead in many directions.

AVOID


Ticket-anxiety

Symptoms that can be experienced while travelling without a valid ticket:

- Lowered reading ability**
Loss of concentration and focus reduces the ability to read even short and simple newspaper texts.
- Flickering eyes**
Exaggerated staring and suspiciousness in people who gets onboard and who they might be.
- Conversation problems**
Continuous fear and nervousness makes it hard to stay focused in a conversation.

TREATMENT
Ticket-anxiety can easily be treated with:

<input checked="" type="checkbox"/> Single ticket	<input checked="" type="checkbox"/> Month ticket
<input checked="" type="checkbox"/> One day ticket	<input checked="" type="checkbox"/> Flexi card
<input checked="" type="checkbox"/> Week ticket	<input checked="" type="checkbox"/> A card


Oslo Subway

ΑΡΑΞ

Ώστέ...

...μήν άφίστετε και την ύγεια του παιδιού σας να φθάση στο επικίνδυνο αυτό σημείο.
• Προφυλάξτε και εξασφαλίσατέ το παιδί σας χρησιμοποιούντες τή γνωστά...

ΠΡΟΪΟΝΤΑ

Ι.ΓΙΩΤΗ

3.32 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ “Κατά ανθρώπου” (Ad hominem)



ΟΠΑ
ΑΥΕΒ

“Κατά ανθρώπου”

Latin for "against the man", the ad hominem technique responds to an argument by attacking the opponent instead of addressing the argument itself. It's also called "attacking the messenger." It works on the belief that if there's something wrong or objectionable about the messenger, the message must also be wrong.



You mean a woman can open it?

Easily—without a knife blade, a bottle opener, or even a husband! All it takes is a dainty grasp, an easy, two-finger twist—and the cap is ready to pour.

We call this safe-sealing bottle cap the Alcoa HyTop. It is made of pure, food-loving Alcoa Aluminum. It spins off—and back on again—without muscle power because an exclusive Alcoa process tailors it to each bottle's threads

after it is on the bottle. By vacuum sealing both top and sides, the HyTop gives purity a double guard.

You'll recognize the attractive, tractable HyTop when you see it on your grocer's shelf. It's long, it's white, it's grooved—and it's on the most famous and flavorful brands. Put the bottle that wears it in your basket... save fumbling, fuming and fingers at opening time with the most cooperative cap in the world—the Alcoa HyTop Closure.

Alcoa 
Aluminum
ALUMINUM COMPANY OF AMERICA
Pittsburgh, Pa.

WIVES.

Look this ad over carefully. Circle the items you want for Christmas. Show it to your husband. If he does not go to the store immediately, cry a little. Not a lot. Just a little. He'll go, he'll go.

CIRCLE ALL THE QUALITY DORMEYER APPLIANCES YOU WANT!



Husbands:

Look this ad over carefully. Pick out what you, wife wants. Go buy it. Before she starts to cry.

Dormeyer
INCORPORATED • Waltham • Chicago • New York • S.F.

3.32 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ “Κατά ανθρώπου” (Ad hominem)



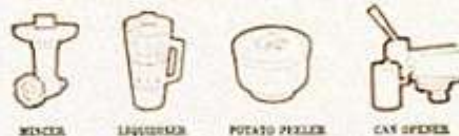
“Κατά ανθρώπου”

The Chef does everything but cook - that's what wives are for!

"Cooking's fun" says my wife "... food preparation is a bore! Think of the meals I'd cook you if I had a Kenwood Chef!" For the Chef beats, whisks and blends. With its attachments it liquidises, minces, chops, cuts, slices, grinds, pulps. It shells peas and slices beans. Peels potatoes and root vegetables. Opens cans, grinds coffee. Extracts fruit and vegetable juices. It helps with every meal - from a welsh rarebit to a four-course dinner. I can take a hint - I'm giving my wife a Kenwood Chef right away!

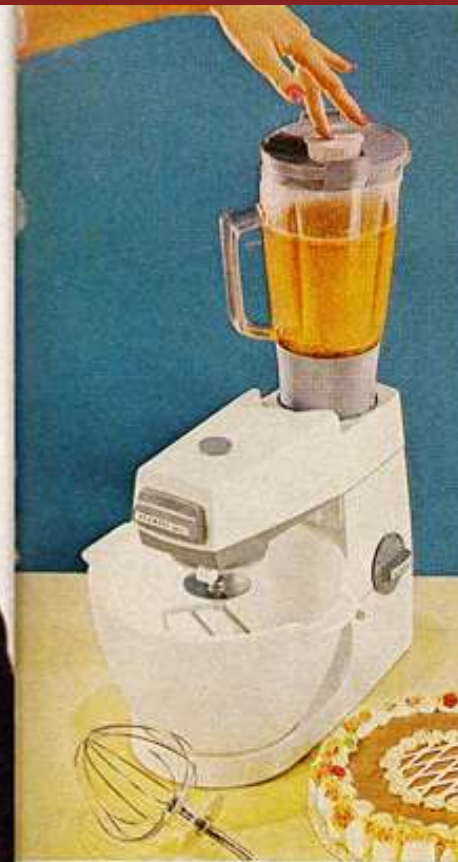
▲ The Kenwood Chef comes with three beaters, bowl and big recipe and instruction book is yours for only 274 gns. tax paid. (Using terms and conditions)

JUST FOUR OF THE CHEF'S WONDERFUL ATTACHMENTS



MINCEE LIQUIDISER POTATO PEELER CAN OPENER

The Kenwood Chef has more attachments - 2000 more jobs for you - than any other food preparing machine.



You can prepare just about everything with the amazing Kenwood Chef. It helps with every meal - from a welsh rarebit to a four-course dinner. Saves you hours of time and effort in preparing food, enables you to create a greater variety of meals than ever before. See it on display at your Kenwood dealer's now. New-style Kenwood Chef, complete with two beaters, bowl and big recipe and instruction book, is yours for only 285 gns. tax paid. (Or easy terms.) For FREE colour leaflet on how the Chef and its 10 wonderful attachments will help you, post this coupon today.



It liquidises



minces



slices and shreds




opens cans



grinds coffee



and peels

I'm giving my wife a

Kenwood Chef
 it's the world's most versatile food preparing machine.

FOR FREE COLOUR LEAFLET WRITE TO KENWOOD MANUFACTURING (WORKING) LTD - NEW LANE HAVANT HANTS ONE OF THE KENWOOD GROUP

NAME _____

ADDRESS _____

3.33 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Αναλογία (Analogy)



Αναλογία

An analogy compares one situation with another.

A good analogy, where the situations are reasonably similar, can aid decision-making.

A weak analogy may not be persuasive, unless it uses emotionally-charged images that obscure the illogical or unfair comparison.

The longer you wait

For Sale \$2,500

FOR SALE \$25,000

Evan Williams
SINCE 1789
Kentucky
STRAIGHT
Bourbon
WHISKEY

...the better it gets.

Evan Williams.
Aged longer to taste smoother.

evanwilliams.com

You know you're not the first,
but do you really care ?

ASTON MARTIN

ASTON MARTIN
PRE OWED

used.astonmartin.com

3.34 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Συνάθροιση επιχειρημάτων (Card stacking)



Συνάθροιση επιχειρημάτων

No one can tell the whole story; we all tell part of the story.

Card stacking, however, deliberately provides a false context to give a misleading impression.

It "stacks the deck," selecting only favorable evidence to lead the audience to the desired conclusion.

NEW

Oral-B
CROSSACTION

**MORE ANGLES.
MORE ACTION.
MORE EFFECTIVE.**

Clinically proven to remove
25% more plaque than
today's best-selling brush.

SAVE \$1.00 on the **Oral-B**
CROSSACTION toothbrush.

CrossAction is a trademark of Oral-B Laboratories. © 2008 Oral-B Laboratories.

WITH THE TOP STARS OF HOLLYWOOD CHESTERFIELD IS BY FAR THE FAVORITE CIGARETTE

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

Ann Sheridan
starring in Warner Bros. Production
"NORA PRENTISS"

ALWAYS BUY CHESTERFIELD

ALL OVER AMERICA - CHESTERFIELD IS TOPS!

Copyright 1947, Lorain & Mow-Town Co.



ΟΠΑ
ΑΥΕΒ

3.35 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Αιτιότητα vs συσχέτιση (Cause vs correlation)**

79

Αιτιότητα vs συσχέτιση

While understanding true causes and true effects is important, persuaders can fool us by intentionally confusing correlation with cause.

For example:
Babies drink milk.
Babies cry.
Therefore, drinking milk makes babies cry.





ΟΠΑ
ΑΥΕΒ

3.35 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Αιτιότητα vs συσχέτιση (Cause vs correlation)

Αιτιότητα
vs
συσχέτιση



Most teen pregnancies are. Avoid unplanned pregnancies and sexually transmitted infections. Use condoms. Or wait.

BeYouBeHealthy.org

+ CITY OF CHICAGO +

I'm twice as likely **not** to graduate high school because you had me as a **teen**.

KIDS OF TEEN MOMS ARE TWICE AS LIKELY NOT TO GRADUATE THAN KIDS WHOSE MOMS WERE OVER AGE 22.

Text 'NOTNOW' to 877877 for the real price of teen pregnancy.
Standard text messaging rates may apply. Check with your service provider.

NYC Human Resources Administration
Michael R. Bloomberg Mayor
Department of Social Services
Robert Diaz Commissioner



ΟΠΑ
ΑΥΕΒ

3.36 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Άρνηση (Denial)

Άρνηση

This technique is used to escape responsibility for something that is unpopular or controversial. It can be either direct or indirect.

A politician who says, "I won't bring up my opponent's marital problems," has just brought up the issue without sounding mean.

Wear a Mustang to match your lipstick.



Win a 1967 Ford Mustang to match Tussy's great new revved-up shades, and add miles to your smiles.

Put on your brights with Tussy's new high-gear lip colors: Racy Pink, Shimmery Racy Pink Frosted, and Defroster.

(Defroster pours on melting beige lights when you wear it alone, or as a convertible top to another lip color.)

And there's a Mustang for three lucky winners, in the Tussy shade you choose.

Nothing to buy, just see the colors at any store that sells Tussy.

Then, mail your choice on a plain piece of paper (with your name and address) to TUSSY MUSTANG-TO-MATCH SWEEPSTAKES, P.O. Box 466, New York, New York 10046. Be one of the only three girls in the world with a Mustang to match your lipstick.

And smile.



TUSSY

RULES—Offer must be postmarked by December 31, 1966, and received by December 31, 1966. Entry is open to you only, but mail each entry separately. Free entry. Winner's choice of your TUSSY Defroster. Selections made on random drawings by independent judging agency. Winner to be announced by mail. No substitutions. Winner may elect to appoint parent or guardian to act for prize winner if winner is a minor. Employees of L'Oréal & Paris and their family members are ineligible. Void where prohibited by law. All Prizes in Store and Retail Sales Only.



Sooner or later, your wife will drive home one of the best reasons for owning a Volkswagen.

Women are soft and gentle, but they hit things.

If your wife hits something in a Volkswagen, it doesn't hurt you very much.

VW parts are easy to replace. And cheap. A fender comes off without dismantling half the car. A new one goes on with just ten bolts. For \$24.95,* plus labor.

And a VW dealer always has the kind of fender you need. Because that's the one kind he has.

Most other VW parts are interchangeable too, inside and out. Which means your wife isn't limited to fender smashing.

She can jab the hood. Graze the door. Or bump off the bumper.

It may make you furious, but it won't make you poor.

So when your wife goes window-shopping in a Volkswagen, don't worry.

You can conveniently replace anything she uses to stop the car.

Even the brakes.



*MANUFACTURER'S SUGGESTED RETAIL PRICE © VOLKSWAGEN OF AMERICA, INC.

3.36 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Άρνηση (Denial)



ΟΠΑ
ΑΥΕΒ

Άρνηση



A DIFFERENT TEMPERATURE ON EACH SIDE.

KIA KIA SPORTAGE WITH DUAL ZONE AIR CONDITIONING.

A series of ads, developed as a creative idea for UN Women by Mamac Ogilvy & Mather Dubai, uses genuine Google searches to reveal the widespread prevalence of sexism and discrimination against women. Based on searches dated 9 March, 2013 the ads expose negative sentiments ranging from stereotyping as well as outright denial of women's rights.



3.37 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Αντιπερισπασμός (Diversión)



Αντιπερισπασμός

This technique diverts our attention from a problem or issue by raising a separate issue, usually one where the persuader has a better chance of convincing us.

Diversión is often used to hide the part of the story not being told. It is also known as a “red herring”.



Διαφήμιση της μπίρας Heineken



ΟΠΑ
ΑΥΕΒ

3.38 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Δυναμική της ομάδας (Group dynamics)

Δυναμική της ομάδας

We are greatly influenced by what other people think and do. We can get carried away by the potent atmosphere of live audiences, rallies, or other gatherings.

Group dynamics is a more intense version of the Majority belief and Bandwagon techniques.

this calls for
Budweiser.

the neighbors... out in the kitchen, swapping ideas with good friends. This is fun... and this calls for Budweiser.

Where there's life... there's Bud.

WINE OF BUDWEISER BREWERY, INC. • ST. LOUIS • NEWARK • LOS ANGELES • TAMPA

How Whirlpool turned a cold indifferent apartment building into a nice place to live.

You know how it is when you move into an apartment building. You don't know anybody and nobody knows you. And if you live there for ten years, it never changes.

That's the way it was with us until we got our Whirlpool convertible automatic washer. And then our life changed.

Judy saw it being delivered and asked if it was really a washer. (In our building, the landlord doesn't allow them to be hooked up to the water pipes.) So I told her it was portable and attaches to the faucet. And when you finish the wash, you just roll it away into a closet. Not only that, but it's a 4-cycle, 2-speed machine with a special cool-down process for permanent press fabrics. Well, Judy was flabbergasted. And she called

Carol, Arleen and Barbara to see it. And the next thing I knew we all started talking and now we're like one big happy family.

By the way, I almost forgot. My washer's also convertible. Which means that when Sidney and I find a house, we'll be able to have it installed permanently. And who knows, we may be the talk of the neighborhood again.

Whirlpool

3.39 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Αποδιοπομπαίος τράγος (Scaregoating)



Αποδιοπομπαίος τράγος

Extremely powerful and very common in political speech, Scaregoating blames a problem on one person, group, race, religion, etc.

Some people, for example, claim that undocumented ("illegal") immigrants are the main cause of unemployment in the United States, even though unemployment is a complex problem with many causes. Scaregoating is a particularly dangerous form of the Simple solution technique.



Nazi WWII German-produced Russian Anti-Semitic propaganda poster. Poster reads: "Jews - A People of Contagion" with a Jewish stereotype-caricature counting money on a mound of skulls. The poster is marked "Russ ofs.d/1943-230917"

Stalin as a peace protector, by the French anti-communist group Paix et Liberté, 1951.



JO-JO-LA COLOMBE



ΕΡΑ
ΑΥΕΒ

3.40 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ Αχυράνθρωπος (Straw man)

Αχυράνθρωπος

This technique builds up an illogical or deliberately damaged idea and presents it as something that one's opponent supports or represents. Knocking down the "straw man" is easier than confronting the opponent directly.



IT CAN HAPPEN HERE

"My dear son
I am so sorry you are going to have to live under Communism. It seemed to come so quickly. I didn't think their lies could win. I guess we were so busy with other things. Not enough of us spoke up for freedom when we had the chance."

You can speak up for freedom right now...

Your dollars are needed to help build the American Freedom Center at Valley Forge. You can speak up for freedom by contributing Freedom Bricks.

The Freedom Center will provide research and library facilities for all individuals, groups and organizations seeking to defend and interpret the free American system. It

will house the award-winning materials of over one million entries in Freedom's Foundation's 11 annual National Awards Program.

Freedom's Foundation was founded in 1949 to help maintain the American Way and pass it on intact to each generation. You can strike an effective blow against communism by joining Freedom's Foundation's FOR AMERICANISM program. The Foundation is nonprofit, nonpartisan, nonsectarian. Membership is open to all patriots. Dwight D. Eisenhower is Honorary Chairman.

FREEDOM'S FOUNDATION
VALLEY FORGE, PA.

You, I want to help build The American Freedom Center. Here is \$_____ for _____ Freedom Bricks at \$1 per brick.

I am enclosing \$_____ as an additional contribution to make me a member of Freedom's Foundation.

Name: _____

Address: _____

City: _____ State: _____

3.41 Τεχνικές Πειθούς που χρησιμοποιούνται στη διαφήμιση/ **Επικαιρότητα (Timing)**



Επικαιρότητα

Sometimes a media message is persuasive not because of what it says, but because of when it's delivered. This can be as simple as placing ads for flowers and candy just before Valentine's Day, or delivering a political speech right after a major news event.

Sophisticated ad campaigns commonly roll out carefully-timed phases to grab our attention, stimulate desire, and generate a response.



LOVE IS IN THE AIR
14th FEBRUARY. VALENTINES DAY.



ΕΝΟΤΗΤΑ 4

Σεξιστικές διαφημίσεις

<http://www.newmoney.gr/diethni/item/252425-26-diafimiseis-me-aroma-antifeminismou>

4.1 Η γυναίκα στη διαφήμιση/



ΟΠΑ
ΑΔΕΒ

Heinz, 1950

Η διαφήμιση ξεκινά με το μότο: «Οι περισσότεροι σύζυγοι, στις ημέρες μας, έχουν σταματήσει να χτυπούν τις γυναίκες τους...».

Does your husband yawn at the table?

The things women have to put up with. Most husbands nowadays, have stopped beating their wives, but what can be more agonizing to a sensitive soul than a man's boredom at meals. Yet, lady, there must be a reason. If your cooking and not your conversation is monotonous, that's easily fixed. Start using soups more often, with lighter, more varied dishes to follow. Heinz makes 18 varieties. You can serve a different one every day for three weeks. Use them in your cooking too, and strike some new flavours that will lift ordinary dishes out of the commonplace.

The Heinz booklet "37 Ways to Use Heinz Soups" gives you smart new recipes. Write for your free copy to H. I. Heinz Company of Canada Ltd., Dept. S.P., 420 Dupont Street, Toronto.

63 OUT OF 64—That was the verdict in favour of Heinz in a recent taste test among dietitians who compared 2 leading brands. Once tasted—once compared—Heinz Soups became top favourite.

Look for the happy Heinz Chef when you shop for soups.

HEINZ
CONDENSED
SOUPS

Van Heusen, 1951

«Δείξε της ότι ο κόσμος ανήκει στον άντρα».

show her it's a man's world

Van Heusen[®]
man's world
ties

For men only! . . . brand new star-stalking, power-packed patterns that tell her it's a man's world . . . and make her as happy it is. And man! . . . how that Van Heusen serenity makes the fine fabrics hold their shape. And for Christmas . . . here's the Christmas tie that is really different. \$2.00

Other Van Heusen ties from \$1.00 to \$2.50

Philip Van Heusen Corp., N. Y., N. Y., Makers of Van Heusen
Shirts & Sport Shirts (See Opposite Page for Details)



ΟΠΑ
ΑΥΕΒ

4.1 Η γυναίκα στη διαφήμιση/

Chase & Sanborn, 1952

Μία «ανάλαφρη» άποψη της ενδοοικογενειακής βίας.

If your husband ever finds out
you're not "store-testing" for fresher coffee...

... if he discovers you're still taking chances on getting flat, stale coffee ... we're onto you!

For today there's a sure and certain way to test for freshness before you buy

Here's how easy it is to be sure of fresher coffee

Look for the "Dome Top" Can of Chase & Sanborn. Domes, rounded top shows it's packed under pressure, fresh from the roaster.

Just do this:
Place your Domes against the dome top before you buy. If it's firm, it's fresh. If the top gives, pressure's gone—take another. It's the one way to get the freshest coffee ever packed.

No other can lets you test!
You can't see an ordinary flat top can. Some are "Milkmaid" cans have let us see small problems that all flat top cans look alike. You can't tell which are good and which are stale.

Here's the payoff!
Just as you pour a cup, they'll want more! For Chase & Sanborn is a glassful brand of more excellent coffee ... brought to you fresh. So wonder Chase & Sanborn pays a faster dividend you won't find in any other coffee!

"PRESSURE PACKED"

Chase & Sanborn



ΟΠΑ
ΑΥΕΒ

4.1 Η γυναίκα στη διαφήμιση/

91

Schlitz, 1952

«Μην ανησυχείς
αγάπη μου, δεν
έκαψες την...
μπύρα».





Alcoa, 1953

Τα νέα καπάκια της εταιρείας δεν χρειάζονται «μαχαίρι για να ανοίξουν, ανοιχτήρι ή έστω τον σύζυγό σας».



You mean a woman can open it?



4.1 Η γυναίκα στη διαφήμιση/

Pitney-Bowes, 1953

Είναι τόσο εύκολο να το χρησιμοποιήσεις που μπορεί να το κάνει ακόμη και μία γυναίκα.

*Is it always illegal
TO KILL A WOMAN?*

For six months I found the man of the home office to get a postage meter. I win... Then the only good, fast, dependable, home-to-Gregg stenographer I got this railroad Morrisey... talks at a postage meter!

"I have no mechanical aptitude. Machines run me up, kind of," she says. As if we asked her to fly a P-51. I almost blow my top.

This postage meter, I explain, is modern, more efficient, a time saver... No more adhesive stamps. No stamp box, and who's got the key? No running out of the stamps you need. No screwing. No stamp sticking. Just set the lever for any kind of stamp you want, for any kind of mail, and the meter prints the stamp right on the envelope with a dated postmark—and it seals the flap at the same time. Faster than mailing by hand. Prints stamps on tape for parcel post. Will handle anything we have to mail out of this office. Even keeps its own records!

And metered mail doesn't have to be postmarked and cancelled in the postoffice, gets going earlier. It is practically heaven's gift to the working girl... and so on. But with the Morrisey, no soap.

I try diplomacy. "Miss Morrisey, I want you personally to try it for two weeks. If you don't like it then—back it goes to the factory! I depend on your judgment implicitly. Okay?"... She acts like an early Christian about to be lunch for a lion, but gives in.

So help me—two weeks later she has a big pink bow on the handle of the postage meter—like it was an orchid or something. I give it the gape.

"Kinda cute, ain't it," says Miss Morrisey. "But a very efficient machine, Mr. Jones. Now the mail is out early enough so I get to the girls' room in time to hear all of the dirt"... I wonder is it always illegal to kill a woman!

We are always learning some new advantages of the postage meter. If you'd like to learn what one could do for your office, call the nearest Pitney-Bowes office. Or write for an illustrated booklet.

PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc., 1125 Pacific Street, Stamford, Conn. (Telephone...)
Mail. Largest makers of mailing machines. Branches in 63 cities in the United States.

boredpanda.com