

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

**Advertising Techniques**

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Please select an advertising technique from below.

**Glittering Generalities**

**Weasel Claim**

**Unfinished Claim**

**Beauty Appeal**

**Compliment the Consumer**

**Scientific/Statistical Claim**

**Bright Graphics**

Advertising is a non-literary form of persuasive writing. Most advertising incorporates emotional appeals. Please take a moment to view each of the following examples.

Module 9: Nonfiction  
Topic 5 Content: Advertising Techniques

Glittering Generalities



The term *glittering generalities* refers to the practice of using positive language to create a vague claim that cannot be proved or disproved. For example, when food is marketed as being "low-fat," how low is the fat content? Is it slightly lower than normal, or is it much lower?

Module 9: Nonfiction  
Topic 5 Content: Advertising Techniques

Weasel Claim



A weasel claim is a claim that appears to be substantial but is not. Chewing gum may claim to "fight bad breath," but notice that this phrase says nothing about stopping the causes of bad breath.

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

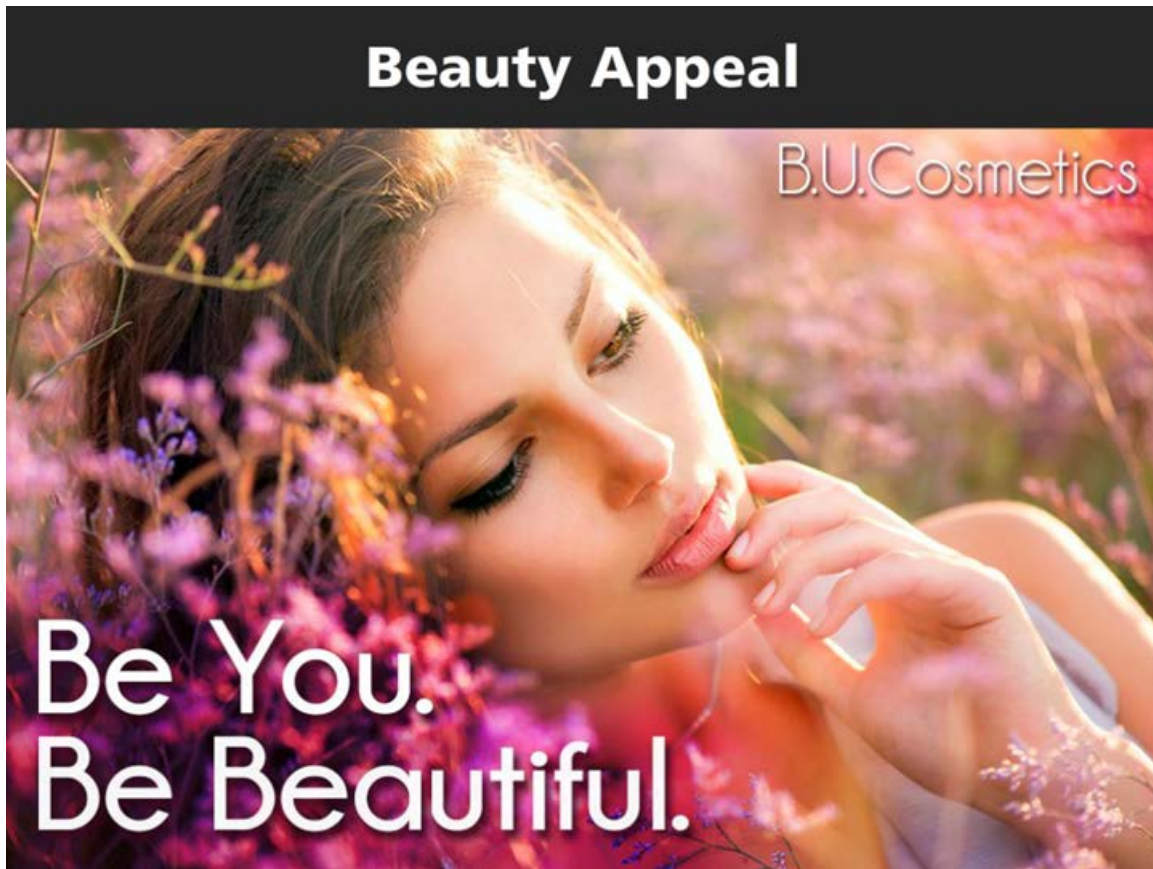
**Unfinished Claim**



An unfinished claim uses an incomplete comparison to persuade the audience. Think about an advertisement that states, "Our soap is better!" The ad never actually identifies to what the soap is being compared.

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

**Beauty Appeal**



When advertisements use pictures or promises of beauty to persuade the audience, it is known as beauty appeal. Picture any ad that uses images of beautiful models, implying that if you use the product, you can look like that or attract someone who looks like that.

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

**Compliment the Consumer**



Many ads flatter the consumer by implying that buying their product makes the consumer smart. Whenever you see ads aimed at the "discerning buyer" or the "smart shopper," you are viewing an example of this advertising technique.

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

**Scientific/Statistical Claim**



The advertisement features a smiling Black woman in a white dental coat and mask, holding a red toothbrush. The text is arranged in horizontal bands: a black header with 'Scientific/Statistical Claim', a light green band with '4 out of 5', a dark green band with 'dentists agree', a light green band with 'BristleBliss', a dark green band with 'is the best', a light green band with 'toothbrush', and a dark red footer with 'BristleBliss'.

Providing a statistic or scientific claim in an advertisement makes the ad seem like it is official and supported by experts. This includes phrases like "99.9% effective" or "four out of five dentists agree."

**Module 9: Nonfiction**  
**Topic 5 Content: Advertising Techniques**

**Bright Graphics**



This seems obvious, but attractive advertisements make the consumer more likely to pay attention. A visually appealing ad attracts the eye of the consumer easier than one that only uses text.