

Grade 4 English Language Arts
Week of January 25 – January 29

Lesson 2: Persuasion in Media

Persuasion in the Media is everywhere! It's nearly impossible to go a day without being in contact with a media source that is trying to persuade you in some way.

Previews to movies are designed to persuade you to purchase a ticket and go see the movie.

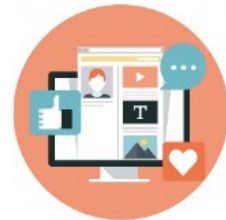
Not for Profit organizations create ads that persuade you to donate to their cause.

Real Estate listings try to persuade you to buy the house.

Persuasion is everywhere, trying to influence people's actions, thoughts, feelings, and beliefs.

Why do companies use persuasion?

- To change the viewers mind
- To make viewers care about an issue
- To keep customers
- To gain customers
- To make more money
- To be best sellers



How do companies use persuasion?

- Free gift included
- Advertisements (T.V, Radio and Print)
- Evoking emotion in the consumer
- Using a Celebrity/Athlete as a spokesperson
- Scare tactics



Take a look at the following commercials. Follow along with the activity found in your Learning Guide. What can you notice about how these companies are trying to persuade the viewer?



Sprite Commercial: <https://youtu.be/Qy653iJKjwE>



Duracell Commercial: <https://youtu.be/DV1aIGKm98c>



Palm Oil Commercial: <https://youtu.be/3Ha6xUVqezQ>

Watch the commercials found in **Persuasion in the Media** to answer the following questions. Use the graphic to help you!

Sprite Commercial

- a. How is the company trying to persuade the viewer? (what strategy?)

Duracell Commercial

- a. How is the company trying to persuade the viewer? (what strategy?)

Palm Oil Commercial

- a. What is the purpose of this commercial?
 - i. To inform the viewer of an issue
 - ii. To try and gain more customers
 - iii. To try and make more money
- b. What is the commercial trying to get the viewer to do?