

Advertising's Fifteen Basic Appeals

By giving to people's deep-lying desires, and picturing states of being that individuals privately yearn for, advertisers have the chance of arresting attention and affecting communication. And that is the immediate goal of advertising: to tug at our psychological shirt sleeves and slow us down long enough for a word or two about whatever is being sold (Fowles 26).

Please carefully discuss the quote above with your group members.

1. Talk about the context of the quote (i.e. where it appears in the essay, whether it is part of a larger section, and how it relates to the Fowles's main argument).
2. Identify any important terms in the quote and define any words that seem difficult or that you are unsure of.
3. Translate Fowles's quote in your own words. This often is called *paraphrasing*, which means that you take what Fowles's is saying and say it in a way that makes sense to you.
4. Talk about whether each group member agrees or disagrees with the quote based on their own experiences with advertising. Each group member should provide an example of an advertisement that supports her view on Fowles's quote.

Once you have done this, write a paragraph that uses the quote. Follow these directions to make a "quote sandwich."

1. Introduce Jim Fowles and the title of his essay.
2. In one or two sentences, summarize the ENTIRE essay. Ask yourself, what's Fowles's main point or purpose?
3. Create a transition sentence that moves from the general to your specific quote (or a specific topic related to your quote).
 - a. EX: "While Fowles discusses a variety of emotional appeals, he also specifically talks about _____."
4. Use a signal phrase to introduce the quote
 - a. Use a phrase such as, "According to Fowles," "In his essay, Fowles states," or "Fowles claims."
5. State the quote. Remember to use MLA in-text citation, so your reader knows the author's last name and the page number.
 - a. Fowles states, " _____ " (33).
 - b. The essay claims, " _____ " (Fowles 33).
6. Translate this quote: what is Fowles really saying in plain language? Are there any interesting/important terms you should identify for your reader?
7. Why is this quote important?
 - a. You may want to ask yourself: Why is this quote important in Fowles's essay? What does it tell us about advertising? Do you agree or disagree with this quote based on your ad write-up as well as your general experience as a person who sees 500 ads a day?

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In order to stay in business, an advertiser must strive to cut through the considerable commercial hub-bub by any means available—including the emotional appeals that some observers have held to be abhorrent and underhanded (Fowles 27).

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There is no evidence that advertising can get people to do things contrary to their self-interests. Despite all the finesse of advertisements, and all the subtle emotional tugs, the public resists the vast majority of the petitions (Fowles 42).

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The key to understanding the discrepancy between, on the one hand, the fact that advertising truly works, and, on the other, the fact that it hardly works, is to take into account the enormous numbers of people exposed to an ad (Fowles 43).

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An advertising message contains something primary and primitive, an emotional appeal, that in effect is the thin edge of the wedge, trying to find its way into a mind. Should this occur, the product information comes along behind (Fowles 29).

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