# **YEAR 10 CAEP CLASS**

## **Marketing and Design Awareness**

**How are we persuaded to buy products; sometimes things that we hardly use??**

* **What makes an effective marketing campaign?**
* **How do we persuade people to change?**

There must be a method or science behind it!

Briefly speaking, the **YALE model of persuasion** states that effective persuasion can be achieved by 3 factors:

* **WHO (Source)**

Attractive communicators, sports person, actors, newspaper, magazine, etc.

* **WHAT (Message)**

Staying fit, medical condition, lifestyle, overcome fear of something, like exams, obesity.

* **TO WHOM (Audience)**

Mostly young than adults or the elderly. People of moderate intelligence are more easily persuaded than high or low intelligence. People with high intelligence can be persuaded if the advert is balanced.

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**TASK 1**

**Research on the Hovland-Yale Model (of persuasion) and summarise its outcomes.**

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**TASK 2**

**ADVERTISEMENT ANALYSIS**

* Obtain at least 5 advertisements (either images or articles).
* Analyse each of the advertisements. That is, how they use the Yale model to persuade audience (What are the source, medium, messages and audience factors used/targeted in these advertisements?)

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**TASK 3**

**Summary Report**

Click on the link to watch the video.

Summarise the 6 things that influences and guides human behaviour with examples.

<https://www.youtube.com/watch?v=cFdCzN7RYbw>

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**TASK 4**

**Using the Yale Model of persuasion, answer the following questions:**

**Question 1**:

A mobile phone company feels that the market for phones for people aged 65+ is not sufficiently developed. They have produced a phone that is slightly larger, with a larger keypad, clearer display, and fewer but more straightforward applications.

* Using your knowledge of the persuasiveness of TV advertising, what advice would you give to the company so that it could make the TV advertising campaign as effective as possible? Refer to psychological research to justify your advice.

**Question 2**:

The government wants to reduce the number of accidents caused by drivers exceeding the 30mph speed limit in built up area. An advertising company is asked to create a television advertisement to persuade drivers to reduce their speed. Suggest some possible features of the television advertisement. Justify your suggestions with reference to the Yale model.

**Question 3**:

Describe one explanation for the persuasiveness of television advertising?

**Question 4:**

Can you think of an everyday example where this theory applied? (Example: TV advertisement). Explain how they use this theory in this example?

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