

Identify the Techniques

Name: _____

Class: ____ ()

Below are some common advertising language techniques used in infomercials. Watch the infomercials and write the example you hear in the advertisement.

Technique	Infomercial 1	Infomercial 2	Infomercial 3	Infomercial 4
Celebrity Endorsement (e.g. Cilla Bling is here today to ...)				
Imperatives/Call to action (e.g. Call now. Pick up the phone.)				
Repetition (e.g. You're going to be in a great mood. You're going to be ...)				
Rhetorical questions (e.g. Do you want a slimmer body?)				
Comparisons (e.g. between older and newer products or between similar products)				
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Special T.V. offer (e.g. Call now and receive not one but two)				
Superlatives (e.g. The best of both worlds.)				
Alliteration (e.g. Perfectly peeled potatoes.)				
Expert opinion (e.g. Doctor Igor has found ...)				
Hyperbole/exaggeration (e.g. great for ... so easy even kids can do it)				
Testimonials (e.g. I can't believe I lost so much weight.)				
Speaking directly to the viewer (e.g. You will love this.)				
Others				