

# HURRY UP!

Advertisers use persuasive techniques to convince customers to purchase something, and sometimes these techniques put pressure on people. Some of these strategies include the four Greek words below:

## PATHOS

Greek for **suffering** or **experience**, this strategy attempts to pull on the heartstrings of customers by making them feel emotional about the product or service.

## ETHOS

Greek for **CHARACTER**, this strategy gives credibility to a person or larger community who endorses the product or service.



## LOGOS

Greek for **WORD**, **OPINION**, or **REASON**, this strategy explains facts, statistics and other logical reasons why the customer should buy the product or service.

## KAIROS

Greek for **OPPORTUNE MOMENT**, this strategy gives customers a sense of urgency by explaining that now is the perfect time to buy the product or service.

Find an advertisement that intimidates or "bullies" someone into buying the product. Draw or paste it below and provide advice to customers for how to be brave and not fall for intimidating advertising.

## ***PLACE AD BELOW BEFORE IT'S TOO LATE!***

What persuasive technique is used in this ad?  
What advice would you give to someone who might feel pressured to buy this product?

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