BBC LEARNING ENGLISH

Take Away English 随身英语
What adverts do to persuade us
广告中说服消费者购物的策略

词汇：persuasion 说服

Adverts are designed to **persuade** us, but which techniques have been shown to be effective in **enticing** us to buy things?

One way is simply to **portray** something as normal. Former **advertising** professional Dan Parker explains that '**normalisation**', showing people happily eating unhealthily, can lead to higher sales of junk food as people start to see these habits as normal. This is like **product placement**, where products are shown or mentioned in TV shows and films. Beth Fossen, an assistant professor of marketing, tells us that product placement is most effective when it is not too obvious. We become defensive if we know that someone is trying to sell us something. It seems that a subtle approach can be more **convincing**.

Appealing to our **emotions** is another strategy that advertisers use. Some of them use fear to persuade us. Jannet Pendleton, a senior lecturer in communication studies, explains that for fear to be an effective tool, we need to believe that both the fears raised, and the possibility that our actions can make a difference are **credible**. Where fears are **exaggerated** or we feel helpless, we are likely to **switch off**.

Adverts often show perfect-looking people because **marketers** believe that we will **aspire** to be like them and buy the products they **endorse**. However, as Karen Middleton, a senior lecturer in marketing and advertising, points out, this may not be the best strategy. The research that she mentions shows these adverts can make people feel bad and **put** them **off** products. These studies say that seeing a more human and relatable side of people can **sway** us into believing them. David Robson, writing for BBC Worklife, explains that **endorsements** from characters who admit their mistakes can often be more **believable**.

So, it seems that the secret to these persuasion techniques is that, to be most effective, they need to be used carefully. Perhaps the best technique advertisers can use to persuade people is to fully understand the people they are selling to.

词汇表

persuade	说服，使相信
entice	诱使，引诱
portray	描绘
advertising	广告业
normalisation	正常化，常态化
product placement	植入式广告
convincing	有说服力的
appeal to emotions	迎合（某人的）情感，投合（某人的）喜好
credible	可信的，令人信服的
exaggerate	夸张，夸大
switch off	失去兴趣，不再理睬
marketer	营销商
aspire	渴望
endorse	宣传，代言
put off	让（人）打消念头，望而却步
sway	说服
endorsement	（产品）宣传，名人代言
believable	可信的

测验与练习

1. 阅读课文并回答问题。

1. According to Dan Parker, what can cause higher sales of unhealthy food?

2. True or false? *Clear and obvious product placement is the most effective.*

3. What two things need to be true for fear to be an effective way of advertising?

4. Why do advertisers often use perfect-looking people to promote things?

5. Who does David Robson say make the most effective product endorsements?

2. 选择意思恰当的单词或词组来完成下列句子。

1. This product really _____ to me! I want to buy it!

| persuades | promotes | appeals | entices |

2. You're going to have to try harder if you want to _____ me.

| portray | sway | endorse | put off |

3. I got really _____ buying it by that terrible advert!

| switched off | aspired | exaggerated | put off |

4. Advertisers are always looking for new _____ techniques.

| persuasion | marketer | endorsement | credibility |

5. Fears need to be _____ to work in adverts.

| aspiring | credible | appealing | promotional |

答案

1. 阅读课文并回答问题。

1. According to Dan Parker, what can cause higher sales of unhealthy food?

He says that showing people happily eating unhealthy food can make it seem more normal and lead more people to buy it.

2. True or false? *Clear and obvious product placement is the most effective.*

False. According to Beth Fossen, product placement is most effective when it is not too obvious.

3. What two things need to be true for fear to be an effective way of advertising?

According to Jannet Pendleton, fears need to be credible, and people need to believe that their own actions will have an effect.

4. Why do advertisers often use perfect-looking people to promote things?

They believe that we will aspire to be like them and buy the products that they are endorsing.

5. Who does David Robson say make the most effective product endorsements?

He says that the most effective endorsements come from people who admit their mistakes.

2. 选择意思恰当的单词或词组来完成下列句子。

1. This product really **appeals** to me! I want to buy it!

2. You're going to have to try harder if you want to **sway** me.

3. I got really **put off** buying it by that terrible advert!

4. Advertisers are always looking for new **persuasion** techniques.

5. Fears need to be **credible** to work in adverts.