

ADVERTISING

Feasibility Report

- Purpose: Analyze whether a proposal is practical (financial, technical, resource-wise)
- Helps in making go/no-go decisions

Advertising Techniques

- Fear Appeal : Highlights risk (e.g., for life insurance)
- Bandwagon : "Everyone is using it" appeal
- Testimonials : Uses customer/celebrity endorsements
- Repetition : Repeating slogans or brand names for memorability

Semiotics in Advertising

- Study of signs, symbols, and their meanings
- Helps in crafting visuals and messages that connect with the audience

COMMUNICATION SPEECH

Monroe's Motivated Sequence (Persuasive Speech)

- **Attention** – Hook the audience, **Need** – Present the problem, **Satisfaction** – Offer solution, **Visualization** – Show results, **Action** – Encourage action

Pathos in Speech

- Emotional appeal
- Example: "Imagine how you'd feel if your data was stolen..."
- Connects with feelings to strengthen persuasion

Speech Delivery Methods

- Manuscript : Read word-for-word; high control, less natural
- Memorized : Fully memorized, risky, may sound robotic
- Extemporaneous : Prepared but natural; best for engaging delivery
- Impromptu : Spontaneous, little to no prep