



# Home Connection

Dear family,  
Today we learned about some techniques advertisers use to motivate us to buy their products.

Help me practice being aware of these techniques by allowing me to watch one hour of T.V. and recording the commercials I see. Help me complete each column for each advertisement noting the time of day the advertisement was presented, what product is being advertised and what persuasion techniques or “hooks” were used. Some commercials may contain more than one technique.

Thanks

Time of day	Product Advertised	Persuasion Techniques Used
		