

Think Twice: The Persuasion Game (1978), 19 minutes, color.

Make notes during the film on this film guide.

Efforts to persuade us occur throughout the day. This film shows five appeals to emotions which can cloud our thinking. The film opens with a young man buying a car.

1. **Fear** - of being different, of being left out, of being rejected.

2. **Vanity** -

3. **Pride** -

4. **Justice** -

5. **Desire to Belong** -

At the end of the film you are asked to analyze an ad for Inner City University. Here are some of the things that will be said.

Many people on welfare are uneducated and poor. If you need skills, come to Inner City University. It will feel great, you will feel like an executive. Come to Inner City University if you want to feel included, get a quality job, and be with friends. You will like us and we will like you. No gifts of grades or Mickey Mouse courses. You will get training which is inexpensive and the best in town. Take charge of your life, don't be a victim. Get security for you deserve your share. Feel respected by your family and friends.

WRITE here your analysis of the ad at the end of the film. TO TURN IN.

How might you use the information from this film in everyday life?

Answer Key: Think Twice: The Persuasion Game (1978), 19 minutes.

Each day there are many attempts to persuade us. Some appeals use unbiased evidence and reasonable thinking. However, five appeals to emotion are shown in this film. These techniques try to persuade by having us not think, but feel. The film opens with a young man looking at some cars. Being aware of how someone is trying to persuade us allows us to decide when to be persuaded.

1. **Appeal to Fear** - Persuaders know that many of us are fearful of: being different, being left out, being rejected, being seen as being soft on the enemy.
The salesman tried to get the young man to buy the car by suggesting that others would respect him for making such a wise decision about a car.
2. **Appeal to Vanity** - "You will be seen by others as: important, sexy, attractive, beautiful."
3. **Appeal to Pride** - "You will be: important, envied, proud."
Example: Donate money so that others will be proud of you.
4. **Appeal to Justice** - "You want to be fair."
Example: Busing - give the kids the education they deserve.
5. **Appeal to the Desire to Belong** - "You want to be one of the group."