

# *Persuasion*

**In the word persuasion we have found that the three elements that best define its basis is *emotion*, *repetition*, and *aesthetic*. Through these upcoming artifacts we will explain why these terms best show the pieces that make up persuasion.**

*Kaya, Luke, and Barbara*

THE CRITERION COLLECTION



illustrations



— ITALIAN STYLE —



color palette

**Divorce Italian Style (1961)**  
**Movie Poster - Aesthetics**

This movie poster uses visual storytelling and aesthetics to showcase both the mood and the plot of the film.



## Sponsorships- repetition

- Brands use sports teams and their jerseys to get fans wanting their brand.
- If you see your favorite team displaying a certain brand, that could potentially shift your emotions about that brand.





# Packaging

- Packaging Sells
- Very Recognizable
- Trendy

Sells



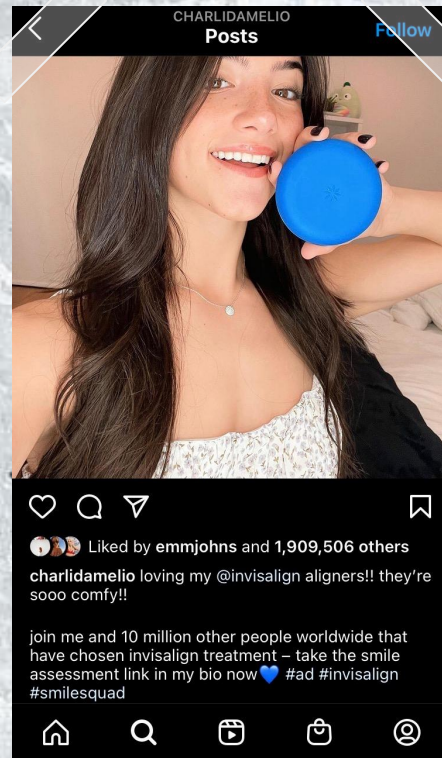
Trendy

Recognizable





## Sponsored Instagram Posts Influencer- Aesthetics





*everywhere*



<https://www.youtube.com/watch?v=hv7VecGIWE>

## **He's All That (2021)**

### **Product Placement- Repetition**

The repetitive nature of the film placing products as advertisement is meant to persuade viewers.

sad song  
↙

## **SPCA (2007)**

**Commercial - Emotion**

The music choice and visuals of animals in pain evokes emotion in viewers.



source: <https://www.youtube.com/watch?v=9gspElv1yvc>







# Project Reflection

In the beginning we chose the word persuasion because it was common and present enough in our lives to be able to pull artifacts for. We see it often in television, social media, and the real world. We then had to find the three aspects of persuasion. We were torn with multiple ways we could go about it, but eventually settled down on emotion, repetition, and aesthetic. We almost decided to do the three rhetorical appeals (ethos, logos, and pathos) but thought that emotion, repetition and aesthetic were better options to find artifacts for.

Movie posters and product labels were good examples of aesthetics being used to sell an idea or product. A movie poster can be used to show the plot of a film and the mood while using visuals and aesthetics. Product labels have to be appealing to the senses in order for consumers to want to buy them, being a subliminal advertisement. Pretty packaging sells more than something not pleasing. Influencers also rely on aesthetics in their posts in order to sell their products. Product placement in film is often used in such saturated and repetitive ways in order to plant the product in a viewer's mind. An easy case for emotion that we see repeated when learning about persuasion is the SPCA commercials that are known to make viewers sad in order to get them to donate. We also thought about sponsorships and how they are expressed through sports teams. This was something we wanted to incorporate because of the lasting effect that sports teams have on their fans and the impact that they have on them when they go to buy things.

For the final product we went with a Power Point to best showcase the multimedia aspect of the exhibit we have created, with it including both videos and pictures of artifacts. It also made it easier to divide up how we would be presenting in a fair way. Each person could be in charge of a certain type of artifact, which led to room for independence and further inspection on how it related to persuasion. We modeled it after a museum exhibit to get the feel of it being a real, physical exhibit.