**HANDOUT 3: SPOTTING MEDIA TECHNIQUES AND THEIR TARGET AUDIENCES**

|  |  |  |
| --- | --- | --- |
| ***All the smart people would agree*** | **popular appeal** | intelligent, educated audience, those who want to be considered  smart |
| ***You don’t need an expert to tell***  ***you that this is a treath*** | **just plain folk** | audiences who may not have  expertise in the area, general  population |
| ***Award movie star/raper … says*** | ***celebrity*** | *audiences who want to imitate or*  *admire celebrities* |
| ***You can be their slave or join us*** | ***identification*** | *Audiences, who*  *have difficulty accepting authority*  *or theyy like to believe in conspiracy theories* |
| ***Do something importnat, be part of real family,*** | ***False logic*** | *audiences who like to take chances, or want to belong/serve somewhere* |
| ***We are God's soldiers, without any human authorithy and a lot of money*** | ***appeal to emotion*** | *audiences who want to live as rebels or be more privilege than others* |
| ***Migrants carriers many diseases and deals with criminal*** | ***appeal to emotion*** | *audiences who are concerned with*  *safety in the community* |
| ***Be the first. Support us with just 2 EUR per mounth*** | ***popular appeal*** | *Audiences, who want support the fractions remain anonymous* |