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

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| ***All the smart people would agree***  | **popular appeal** | intelligent, educated audience, those who want to be consideredsmart |
| ***You don’t need an expert to tell******you that this is a treath*** | **just plain folk** | audiences who may not haveexpertise in the area, generalpopulation |
| ***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* |