**Week 5 Video Response: *The Persuaders***

Levi George

Department of Communication, Purdue University

COM 31800; Prin. Of Persuasion

Prof. Kimberly Myers

October 09, 2020

**Week 5 Video Response: *The Persuaders***

1. How is Langer’s approach to language use exemplified in the concepts discussed in *The Persuaders?*
   1. Discursive Symbols are used when Roberts of Saatchi and Saatchi spoke about the Cheerios having mystery to them. In the ad we are shown, a idea that is Presentational in meaning is elaborated on, there is a story that is understood through the cheerios. The presentational meaning in the ad is one of family and love.
   2. In the above example, the Cheerios’ ad displays a Signification to Denotation relationship. The Cheerios in this case are the sign and the denotation that is built around the Cheerios’ is one of love and family, when the cheerios are being enjoyed by a Grandmother and her grandchild.
2. How is Burke’s approach to language use exemplified in the concepts discussed in *The Persuaders?*
   1. I would say that Burke’s behavioral pattern of the pecking order is described in some extent when Clotaire mentioned tinting windows of SUVs since the SUVs were supposed to be an image of domination. To dominate is to be at the top of your pecking order, thus buying an SUV puts you higher up.
   2. I think that to some extent the co-creation of some idea regarding a brand as persuasion is built when Douglas Atkin tries to understand why people join cults. It is the co-creation of some idea or concept that people enjoy partaking in.
3. How are the four process premises exemplified in the concepts discussed in *The Persuaders?*
   1. The premise of Needs is displayed by Clotaire Rapaille. He believes that people have a reptilian mind that is basal and are the key to getting people. This reptilian mind is based on our needs as extremely basic and primitive creatures. This is also explained at the end of the documentary.
   2. The premise of Emotions is displayed in the Cheerios example, the need for emotional connection is displayed in the ad.
   3. A great description of attitudes is displayed by Clotaire’s description on Cheese. French people have a different view of cheese than Americans do. This different attitude toward cheese determines how Sargento will create ads for each region that they would wish to sell their product in.
   4. Consistency, while isn’t spoken about explicitly, is at play. Song’s strange advertisement breaks the connection between consistency and ads in people’s minds. Their ads are odd and don’t follow some direct connection between the advertisement’s nature and the nature of the company. This broken consistency leaves people confused and there is a dissonance in their mind that they try to erase.