Persuasion strategies are common in the media we consume. The videos below show some of the strategies we have learned in action. Watch each video. Identify the strategy (or strategies) used. A jot down some notes.

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| **Amazon Web Services**  Strategies/Notes: |  | **British Heart Association**  C:\Users\thomp\AppData\Local\Microsoft\Windows\INetCache\Content.Word\COM1 - W6 - PSV 2.png  Strategies/Notes: |
| **Air Filter**  Strategies/Notes: |  | **Infiniti QX50**  C:\Users\thomp\AppData\Local\Microsoft\Windows\INetCache\Content.Word\COM1 - W6 - PSV 4.png  Strategies/Notes: |
| **SPCA**  C:\Users\thomp\AppData\Local\Microsoft\Windows\INetCache\Content.Word\COM1 - W6 - PSV 6.png  Strategies/Notes: |  | **Apple iPhone 7**  COM1 - W6 - PSV 7  Strategies/Notes: |
|  |  | **NFL Superbowl**  C:\Users\thomp\AppData\Local\Microsoft\Windows\INetCache\Content.Word\COM1 - W6 - PSV 8.png  Strategies/Notes: |