**Psychology 2210**

Assignment 2: Persuasion techniques

Due: **December 02, 2021**

Your task in this assignment is to use what we have learned (or will shortly learn) about decision making, compliance, attitude change, and persuasion (as well as any of the other principles you have learned so far in this class) to put together a convincing advertisement for any product, service, or opinion, and to write a **5-10 page** paper explaining your strategy. Remember the goal is to apply the theories in Social Psychology to your attempt to persuade or change an attitude. Your advertisement may fit any of the following media:

1. A magazine/newspaper advertisement
2. A radio advertisement (audio of no more than 2 minutes
3. A television advertisement (video of no more than 2 minutes)

(4) An audio or video of a mock interaction in which you succeed in selling

something to a friend (no more than 5 minutes)

(5) A live advertisement, or a face-to-face attempt to convince someone to buy your product

(6) A detailed plan of a campaign to change attitudes

(7) … or an idea you may have to conform to the above stated purpose of this

assignment (please talk to me if you choose this option).

On one of the last days of class you will have a chance to present your advertisement. Please let me know in advance if you have any technological requirements for your presentation.

If you have an idea that does not fit any of the above options, feel free to ask about it! If it accomplishes the same objective I will most certainly approve it. In your paper, describe why you think this advertisement would be successful on the open market.

***In your paper please be explicit about the social psychological theories you are employing and how you are doing so.***