

Appealing to feelings and fear

1  **Read this text and identify no more than five key phrases.**

Millions of people think in the same manner but, at the same time, everyone has got life experiences based on his/her own ideals, values, principles, ethics or economic conditions; what we buy depends on these factors. Everyone is afraid of something and there is no doubt that fear helps to sell. Brands able to provoke this feeling can **set up** a long-term relationship with consumers who think they will be safe only if they buy the product. It is important for advertisers to **be aware** that messages of fear mustn't be depressing or discouraging. So bright copywriters don't play on the sense of insecurity or diffidence, but, on the contrary, they use fear to satisfy the feeling of security or protection their product can offer, to **suit** consumers' psychological desires.

Fear is an emotion induced by a supposed threat, a danger, a menace or simply pain; it is a basic survival mechanism which takes place as a reaction to a specific stimulus. It is necessary because it **assures** the ability to recognize any sort of danger. Some

to assure: *assicurare*
to be aware of: *essere consapevole*
the latter: *quest'ultimo*

to: *manipolare*
to set up: *impostare*
to suit: *accontentare*
threat: *minaccia*




psychological studies suggest that there is only a small set of basic innate emotions and that fear is one of them. We can say that fear is the ability to distinguish a **threat** which leads to the advice to confront it or run away from it, but in some excessive cases, it can cause a freeze or paralyzing emotion.

Joy, sadness, fright, dread, horror, panic, anxiety and anger are included. It is necessary, however, to distinguish fear from anxiety, as **the latter** occurs without any direct or pressing threat.


Everyone has an immediate and instinctual reaction to danger, a common behaviour necessary to the survival of the species, a sort of evolutionary process. For this reason, fear and anxiety can be used to control and **manipulate** individuals' lives.

In the top ten list of fears there are: flying, acrophobia (the fear of heights), death, crowd, snakes, spiders, but one of the most common fears in humans is the fear of public speaking.

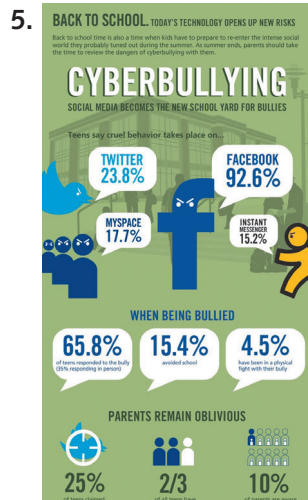
1  **Decide if the following sentences are true or false and then correct the false ones.**

- a. People always buy products and services according to what they really need.
- b. Everyone has the same ethical principles.
- c. Dread is an emotion induced by a real menace
- d. Anxiety is synonymous of fear.
- e. Brand is the name of a market company.
- f. Advertisers want to satisfy the consumers' urgency of security.
- g. Acrophobia is a particular panic you get when you are in a very tall building.
- h. Fright is not a common reaction in a scary situation.
- i. Copywriters are people working in security.
- j. Fear of public speaking is for men only.

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2  Read the ads below. Each of them works on different types of fear. Discuss with your classmate and try to find out:

- what kind of people each ad is addressed to;
- what fear which ad works on;
- what each ad offers to overcome the fear.



WHAT IS EMOTION?

Emotion is another word for feelings. We have feelings of this kind as a reaction to events that are happening or remembering past moments. Some common emotions are **anger**, **disappointment**, fear, **grief**, **hurt**, jealousy, joy, love and sadness. Advertisements are full of these sub-rational appeals; nearly all advertisements have them. Here are some more emotions that are supplied to the audience in different advertisements: amusement, anticipation, anxiety, **awe**, depression, disgust, **distress**, **dread**, embarrassment, **envy**, excitement, frustration, **guilt**, happiness, hope, horror, interest, **loneliness**, peacefulness, **shame**, **sorrow**, surprise, sympathy, **trust**.

- anger:** rabbia
- awe:** soggezione
- disappointment:** delusione, disappunto
- distress:** disagio
- dread:** terrore
- envy:** invidia
- grief:** dolore
- guilt:** colpevolezza
- hurt:** ferita
- loneliness:** solitudine
- shame:** vergogna
- sorrow:** pena
- trust:** fiducia