Sex Appeal

Definition: When the reasoning of an argument plays upon desire to help with persuasion.

Examples:

- The man selling aftershave is shirtless and has incredibly defined abdominal muscles.
- The written argument for better nutrition mentions that your skin will be clearer, your nails stronger and your hair shinier.
- The cell phone company has attractive cheerleaders gathered around their pitchman.
- A stunning model in an evening gown stands next to every car in the car show.

1. List 10 examples of specific commercials that use sex appeal as a persuasive technique.

2. Name five ideas or products that cannot be sold with sex appeal.

3. Which of the four examples above will impress or sway people’s minds if they aren’t specifically watching out for such influence?

4. Pretend that you have been assigned to write a brochure supporting school athletic programs. It will be given to incoming freshmen. Would invoking sex appeal work? Would it be appropriate?

5. Has this technique ever worked on you? Can you think back and pinpoint a specific brand of deodorant, toothpaste, shampoo or other product that you have purchased that was advertised using sex appeal?