Week 2 Assignment: Analyzing Principles of Persuasion

**Assignment Overview**

This assignment will guide you to:

* Demonstrate your understanding of influence and persuasion
* Identify practices and processes in persuasive campaigns

Follow the steps below:

1. View the following Volkswagen videos:

a. [Volkswagen: Darth Vader Commercial](https://youtu.be/1n6hf3adNqk?list=PLImUMCmcmBe2frNCI3aIYvvHQUtZKgOcL)

b. [Volkswagen: Polo Dad TV Advertisement](https://www.youtube.com/watch?v=I00S-K4x-BM)

c .[Volkswagen: Beetle High Five Commercial](https://www.youtube.com/watch?v=6vA5cppq9j0&index=3&list=PLImUMCmcmBe2frNCI3aIYvvHQUtZKgOcL)

2. Review the readings in Lesson 2.1.

3. Pick **ONE** of the following topics and prepare a **400-500-word** paper addressing the questions indicated for that topic. Use Times New Roman, 12 pt. font, and double-space your paper. Note: You do NOT have to write the paper in APA format, but you must cite your sources (both in-text and in a reference list). Address **one** of the following topics:

a. Briefly explain each of the Six Principles of Influence. Explain how Volkswagen uses these principles.

b. Briefly explain Maslow’s Hierarchy of Needs and specifically address how Volkswagen appeals to those needs.

c. How does Volkswagen use the Asch Conformity Experiment in their campaigns? How is compliance or social proof used?