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English

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The Power of Persuasion

**What is your favorite restaurant/eatery?**

Based on several experiences and visits to different restaurants and chains, Starbucks has been found as the most favorite restaurant (coffee chain) for me. Starbucks is my favorite because the quality of their products and related services at chains as well as their Customers Journey Map, which is very convenient for me than the Customers Journey Map of others.

**Are you easily persuaded?**

Not usually, but I get persuaded easily than other people. But in case when the material or message has something new and credible as well as the way which is used for persuasion.

**Do you notice when commercials sway you?**

Yes! I do notice when commercial or advertisement sway me towards itself. I notice it because something different happens to me in terms of my buying behavior when commercials sway me.

**Do you know people who are?**

Yes, those people are mostly the people who are fans of some stars or celebrities. So they are swayed by advertisements when an advertisement or commercial is done by their favorite celebrity.

**Have you ever driven to a restaurant on a whim because you saw a commercial for that business?**

Yes! I have visited to Starbucks on a whim when I saw the commercial (advertisement) of the coffee chain that they just launched new spring product which is Cloud macchiato. I have driven by whim because Starbucks is my favorite restaurant (mentioned above) so I wanted to visit as soon as I can.

**Think of a time when you were persuaded by media, whether it be music, advertising, or television/film. What was it that persuaded you?**

I have been highly and hugely persuaded by an advertisement. The advertisement had persuaded me because of the way and tone which has used in the advertisement to disseminate the message, idea and pursue the viewer.

**What did an advertisement or business do that offended you?**

The main thing in advertisement which offend me the most is lack of business and marketing ethics. The advertisement offend me when the business or advertisers ignore the concept(s) of business and marketing ethics while making advertisement. The advertisement that offended me was the advertisement of Nestle “Happy Heart, Happy Soup” means Maggie Soup leads to better health and heart while it leads to high blood pressure because it is highly salted.