Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Persuasion/*60 Minutes – A New Colombia/*Canning English 2

Answer the following questions based upon the viewing of the *60 Minutes* piece titled, *A New Colombia*. This will be collected for a homework grade of 25 points.

Jose Miguel Sokoloff: Advertising is a very, very powerful force. In the good you can do by changing minds of people in certain ways.

Why is research so important when launching an advertising campaign?

Why was it important for Sokoloff and his team to keep coming up with unique and unconventional methods of persuasion when trying to reach a target audience that is buried deep within the Colombian jungle?

What does this "60 Minutes" piece tell us about the power of symbols in persuading a group of individuals, in this case, a rebel group, and an entire country?  Cite an example from the segment to support your response.

In the world of advertising, we are seemingly aware that to become a successful advertiser, you sometimes, even many times, must suspend the truth and shelve honesty in order to push a product or an idea upon a consumer. How does Jose Miguel Sokoloff differ from many advertising executives and those in the profession of advertising?

What made Jose Miguel Sokoloff so successful in bringing about peace in a country that for so long, knew nothing but war?

Could a campaign like this work in America where after such a contentious presidential election occurred and issues such as racial equality, sexual equality, income inequality seemingly divide the American people?