Affect and Gambling: What does rhetoric have to do with sales?

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Affect is a form of rhetoric used to persuade one to buy into his/her/their dreams. In particular, affect can be used as a marketing ploy which makes lottery promotions that much more effective. Affect is the instantaneous reaction one has to things. Consumers need things. Desire and power permeate the thing, drawing the consumer in as a means of participating actively in the pursuit of the dream.

Note the use of the dollar sign, the “in your face” graphic, and the words “quick” and “lucky.” All of these components work together to persuade the reader to buy, buy, buy.

The commonality in images, texts, and colors can be seen across the spectrum of both instant and draw tickets.

While other rhetorical devices—ethos, pathos, logos, etc.—may persuade the audience with words alone, affect relies heavily on the multimodality of images, colors, and texts,