

Name _____

Advertisement

- An **advertisement** is meant to sell a product or service. Written advertisements may appear in newspapers or on the Internet. Advertisers use many techniques to persuade the reader.
- **Loaded words** affect the reader by creating emotions or making value judgments.
- A **slogan** is a short phrase that is easily remembered.
- A **generality** is vague. It lacks specific details and supporting evidence and facts.
- **Getting on the bandwagon** is another way of saying “everyone else does it.”
- A **sweeping generalization** has inadequate evidence and speaks for a large group.

Directions Read this advertisement for a car dealership and answer the questions.

Best Deals Ever on Pre-Loved Cars!

If you’ve ever wanted a luxury sports car with all the extras, now’s the time to buy. **Carz-for-U Sales** is having its biggest sale ever on many of its top-of-the-line sports cars. Most cars come equipped with many of the latest luxury features! Choose from the exciting new fluorescent colors that everyone’s buying. These are orange, white, green, or pink. Have you had credit card problems? Don’t worry. We always find a way for you to buy your dream car with a just small down payment. **Carz-for-U Sales**—the best deals on wheels!

1. Which technique is the advertisement’s headline an example of? Why do you think the advertiser calls the cars “pre-loved” instead of “pre-owned” or “used”?

2. Which technique is being used in the third sentence?

3. Which sentence in the ad uses the getting-on-the-bandwagon technique?

4. The advertiser says that at Carz-for-U Sales, “We always find a way for you to buy your dream car with just a small down payment.” What kind of technique is being used? What doesn’t the advertiser tell the reader?

5. How might this advertisement be different if it were made for TV?

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Directions Read this advertisement for a credit card and answer the questions.**ACT NOW!****Diamond Classic Plus****New, Promotional 5.9% APR! *****Your Credit Limit: Up to \$15,000**

- No annual fee
- Online account and bill payment
- **FREE additional cards**
- Special **cardmember privileges**

Reply within 10 days

Can you believe it? The holidays are just around the corner. Impress your friends with your new **Diamond Classic Plus Card** with no annual fee.

Save hundreds of dollars with free coupons to your favorite stores and restaurants—as part of your **cardmember privileges**. All you have to do is sign up before December 1. Pay your bill online and save with our special online **Shopping Mall**. Need cash? You can use your new card to receive cash within seconds.*

How can you benefit from this offer? It's easy. Just fill out the Application below and mail it today!

*See details on reverse.

6. List two statements the advertiser uses to convince the reader to take immediate action.

7. Identify three examples of loaded words used in the advertisement.

8. The advertiser uses an asterisk twice to refer to the note at the bottom of the page. Why do you think the advertiser refers the reader to the other side of the letter?

9. List three services or extras the advertiser offers beyond being able to buy now and pay later.

10. Would this advertisement most likely appear on a billboard or in a letter mailed to a person's home? Why do you think so?



Home Activity Your child learned about advertisements. Write an advertisement for an imaginary product or service with your child using some of the advertising techniques your child has learned about. Discuss how the advertisement tries to persuade the reader.