

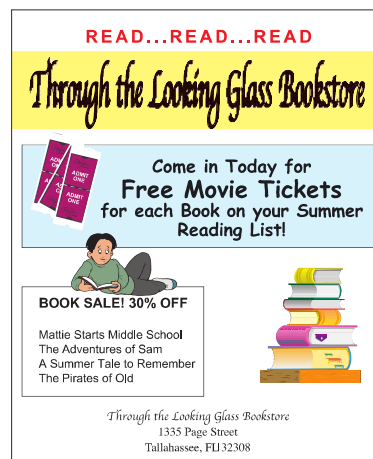


Practice

Circle the letter of the **audience** to which each ad is aimed.

1. In the advertisement to the right, which best describes the population to which the ad may appeal?

- a. children
- b. retired senior citizens
- c. college students
- d. newlyweds



2. Songs are a popular medium for expressing personal feelings and attitudes. To which of the following groups would the song lyrics, "I want to hold your hand; I want to hold your hand" appeal?
- a. senior citizens
 - b. young lovers
 - c. children on a playground
 - d. families
3. In a magazine advertisement, a man who is bald states that his hair grew back after he used Hair Grow. To which group listed below would this ad most appeal?
- a. men who are comfortable being bald
 - b. women with long hair
 - c. men who are uncomfortable being bald
 - d. mothers of children whose hair has not begun to grow
4. An ad for a new weight-loss program shows young, athletic men and women jogging in beautiful sports clothing. To which group listed below would this ad most appeal?
- a. overweight people who are comfortable with their weight
 - b. overweight people who want to wear beautiful clothing
 - c. senior citizens
 - d. children in elementary school



Circle the letter of the message each ad attempts to send.

5. A movie ad for *Vampire Feast* shows a man in a tuxedo whose grin reveals large, bloody fangs, and a woman in a low-cut evening gown beckoning to the viewer with sharp, black fingernails. To which group listed below would this ad most appeal?
 - a. preschool children
 - b. teens and others who like frightening horror films
 - c. parents who want to see a film about a happy family
 - d. fashion designers who like movies about school life
6. A politician's campaign slogan says that she is "The People's Choice." Choose the statement that best fits the message the candidate wants to convey.
 - a. Only the privileged few will vote for the candidate.
 - b. The candidate is compared to a grade of meat.
 - c. All of the people like the candidate.
 - d. The candidate has appeal only for minority groups.
7. An automobile ad shows a popular movie star driving up to the Academy Awards show. The reader is supposed to think which of the following about people who own this car?
 - a. Only the rich and famous can afford this car.
 - b. All people who drive this car win awards.
 - c. People who buy this car can be like the rich and famous.
 - d. This car is the official car for Hollywood stars.
8. An ad for Baci Vanelli jeans shows attractive teens in freeze-frame poses teasing and laughing with one another. The ad suggests that people who wear Vanelli jeans
 - a. are more attractive and have more fun.
 - b. are likely to become astronauts.
 - c. prefer formal activities like operas and White House receptions.
 - d. ride with motorcycle gangs.



Practice

Read the **advertisement** below, and answer the questions that follow.

"Gee, Mary, I can't figure out why Juanita won't go out with me. She turns away when I get close."

"Well, Herb, I once had the same problem with Rob. But then I started to use Rinse Away mouthwash. It leaves my breath smelling fresh and clean! Now Rob and I are going out, and he calls me every night!"

"Hey, Herb, things are looking fresh and clean!"

"You were right, Mary. It's Rinse Away for me, forever!"

Buy Rinse Away

Rinse Away Mouthwash

1. What item or behavior is being sold? _____

2. Does the ad attach something to the product being sold? _____

3. What emotion or desire does the ad hope to touch? _____



4. To what audience or age group does the ad speak? _____

5. What persuasion technique(s) does the ad use? _____



Practice

Rewrite the following words so that if they were spoken correctly, **all of their sounds would be heard**. Practice **enunciating** the correct form of each word aloud.

1. gonna: _____
2. haft: _____
3. could of: _____
4. wanna: _____
5. gettin ready ta go: _____
6. swimmin: _____
7. will ya: _____
8. whad ya half: _____
9. wooda: _____
10. gotcha: _____