

Write the technique being used in the blank beside the explanation. Then write an explanation using a complete sentence to explain your answer.

1. The commercial features a hundred or more people drinking Pepsi.

Technique: _____

Explanation: _____

2. The commercial says that the view from the balcony of the resort is beautiful.

Technique: _____

Explanation: _____

3. The commercial startles you with the number of 35.9% of adults over 20 are obese in the hopes that you think about your diet.

Technique: _____

Explanation: _____

4. The Cheerio's commercial tells you that their cereal is good for your heart.

Technique: _____

Explanation: _____

5. The commercial has several facts that might persuade you to visit Lancaster. It says that there are over 100 outlet stores, that you can learn from a different culture, the Amish, and that the Pennsylvania Dutch food is unique and outstanding.

Technique: _____

Explanation: _____

6. The commercial shows Justin Bieber singing about Coca-Cola, but he is not drinking it.

Technique: _____

Explanation: _____

7. The commercial has Nicki Minaj using Cover Girl make-up exclaiming how it enhances her natural beauty.

Technique: _____

Explanation: _____

8. The infomercial about Oxyclean emphasizes that it clean even the most built-in stain, like grape juice soaked into the carpet a day ago.

Technique: _____

Explanation: _____

9. The commercial starts by talking about a guy getting cable and goes through a series of mishaps, like losing his job, wrecking his car, and ending up in a ditch. At the end you find out that this all could have been avoided if he stayed with Direct TV.

Technique: _____

Explanation: _____

10. The commercial shows a cat eating his gourmet food out of a crystal bowl, and he is wearing a diamond collar.

Technique: _____

Explanation: _____

11. The commercial shows sad pictures of starving children in Africa and is asking you to donate money.

Technique: _____

Explanation: _____

12. Mr. Potts boldly declares that he prefers the Vikings over all of the Pennsylvania NFL teams.

Technique: _____

Explanation: _____

13. The commercial declares that this burger is meant to manly with a half pound of meat topped with jalapenos and bacon.

Technique: _____

Explanation: _____

14. The commercial says that President Bush let the economy plummet and now people are facing the worst economic time period since the depression. Obama could fix that though, implied the advertisement.

Technique: _____

Explanation: _____

15. The commercial features ordinary children eating Life cereal declaring how tasty it is.

Technique: _____

Explanation: _____
