

Ads, Ads, Ads

Questions

1. Explain the connections between people, advertisements, and food products.

2. In this passage, the author discusses persuasive techniques used in advertising. What are **persuasive techniques**?

How and why are they used in food ads?

3. Underline the figurative language in the following excerpt and then explain the meaning in context.

“Popularity appeals make people feel that they can be part of the in-crowd or on the winning side by using the product.”

4. The author makes this statement in the passage:
“Advertisements for many food products, beverages, and restaurants are designed to capture the attention of likely buyers or customers.”

Why do advertisers market to children? Identify 2 reasons given by the author.

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5. Identify 1 main idea and 1 key detail for each of the following topics discussed by the author:

- Type of food advertised for children

Main Idea:

Key Detail:

- Smart consumers

Main Idea:

Key Detail:

- Health claims

Main Idea:

Key Detail:
