

Student Worksheet 1-6

Analysis of Advertising Statements

	Examples of Advertising:		
	Example #1	Example #2	Example #3
Information Claim Advertising			
• The incomplete statement			
• The weasel word statement			
• The "there's nothing else like it" statement			
• The "stating the obvious" statement			
• The "so what" statement			
• The emotionally appealing statement			
• The endorsement;			
• The scientific or statistical statement			
• The flatter the consumer statement			
• The single answer statement			
• The missing information statement			
Emotional Appeal Advertising			
• life style advertising;			
• association with surroundings advertising;			
• personal identification advertising;			
• being accepted advertising.			