

Advertising and Consumer Rights

Name _____

Team _____

Concept Mapping

Vocabulary Word: _____

Synonym (same): _____

Antonym (opposite): _____

Write a sentence using the vocabulary word: _____

Draw a picture:

QUICK WRITES

QW #1 Advertisers often use celebrity endorsements (statements of approval) to sell their products. Why do you think celebrities might make people want to buy a certain product or service?

QW #2 Make a list of the people who provide you and your family with health care. For example, who is your doctor, dentist, etc?

VOCABULARY

- _____ 1. anyone who buys a product or service
- _____ 2. messages designed to cause consumers to buy a product or service
- _____ 3. rely mostly on facts, use statistics, include the advice of experts
- _____ 4. long TV commercial whose main purpose seems to be to present information, rather than the sell a product
- _____ 5. pair a product or service with an attractive image
- _____ 6. "everyone is using it, you should too"
- _____ 7. "you will be like the celebrity/athlete if you use it"
- _____ 8. "you will have fun if you use it"
- _____ 9. "you will be cool if you have this brand name/designer"
- _____ 10. "buy this and get something free too"
- _____ 11. deliberate deceit or trickery