Advertisement Vocabulary Words

1. What is the persuasive technique, when advertisements use misleading & biased information?

A. Loaded Words

2. How do advertisers persuade people to buy their product with a lot of words; beyond their literal meaning?

B. Bandwagon

3. "PUMA, PUMA, PUMA, PUMA", what is this persuasive technique called?

C. Emotional Appeal

4. What do people do when they buy or do something that is very popular?

D. Testimonial

5. When advertisers use false numbers/data.

E. Ethical Appeal

6. When Cardi B did a Pepsi commercial.

F. Slogan

7. A widely held, but fixed and oversimplified image or idea of a particular type of person or thing.

G. Stereotypes

8. Papa John's, says "Better Ingredients. Better Pizza".

H. Propaganda

9. "You can trust me, I am Christian".

I. Repetition

10. WARNING: Tobacco smoke can harm your children.

J. Misuse of statistics