

## Instructions

Read the questions below and provide your answers in the spaces provided.

### 1. Identify three methods advertisers use to persuade consumers.

Method 1:

Method 2:

Method 3:

### 2. Choose one of the methods identified above and explain why it is effective.

### 3. List three techniques you can use to write persuasively.

Technique 1:

Technique 2:

Technique 3:

### 4. What are two strategies for speaking persuasively in public?

Strategy 1:

Strategy 2:

### 5. Reflect on a time you were persuaded by an advertisement. Describe the advertisement and what made it convincing.

### 6. Write a short persuasive paragraph about a product you enjoy or believe in.