

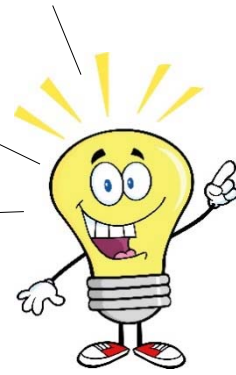
# Critical Thinking

**DIRECTIONS:** Study a print advertisement and answer the questions.

What claims does the text make?

What is the ad's hook?

What does the image convey? Does it relate to the text?



Does the ad convince you?  
Why or why not?

Who is this ad targeting? How do you know?