

Name _____

Ad Blitz: A Satirical Poetry Collection

Open-Ended Response Answer Key

1. The poem uses humor by exaggerating common advertising slogans and promises, conveying a message that consumerism often relies on misleading and superficial claims to entice people into buying products.
2. The poem highlights the difference by juxtaposing grand promises like "Life-changing magic" and "Instant results" with the reality that true beauty, satisfaction, and potential are not found in products but through patience, effort, and personal growth.
3. The poet employs irony, exaggeration, and wit to expose how advertisements manipulate emotions and create false needs, enhancing the poem's impact by making the reader critically reflect on the persuasive nature of marketing.
4. The repetition of advertising phrases emphasizes their ubiquity and absurdity, reinforcing the critique that such slogans are often hollow and manipulative. This repetition helps the reader recognize the overuse and insincerity of these marketing tactics.

