

Name _____

The Art of Persuasion: The Influence of Advertising on Consumer Choices

Multiple Choice Questions

1. What is one technique advertisers use to create a sense of desire, as mentioned in the essay?

- a) Making products look unattractive.
- b) Offering products at high prices.
- c) Suggesting that owning the product will bring happiness or success.
- d) Avoiding emotional appeals.

2. How does advertising sometimes target children?

- a) By creating ads that are dull and unappealing.
- b) By featuring only products for adults.
- c) By using colorful and entertaining commercials for toys and snacks.
- d) By excluding children from advertising altogether.

3. What does FOMO stand for, as discussed in the essay?

- a) Finding Our Magical Objects.
- b) Frightening Offer for More Opportunities.
- c) Fear of Missing Out.
- d) Feeling Overwhelmed by Marketing.

4. What is the dark side of advertising mentioned in the essay?

- a) Creating realistic beauty standards.
- b) Fostering materialism.
- c) Encouraging informed choices.
- d) Using truthful claims.

5. What is the role of critical thinking in relation to advertising, according to the essay?

- a) Critical thinking is not relevant to advertising.
- b) Critical thinking empowers consumers to make informed choices.
- c) Critical thinking makes advertisements more persuasive.
- d) Critical thinking leads to impulsive buying.

