

Name _____

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

Short Answer

1. Give an example of how advertising triggers the fear of missing out (FOMO).
2. Why do advertisers sometimes target children, as mentioned in the essay?
3. What is the dark side of advertising, and why is it a concern?
4. How does understanding the tactics used in advertising empower consumers, according to the essay?

