Name _____

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

Open-Ended Response Questions

1. Can you recall a specific advertisement that influenced your consumer choices? How did it persuade you, and do you think it was effective? Why or why not?

2. In your opinion, what is the most influential advertising technique used today, and why do you believe it is powerful?

3. How can individuals protect themselves from the potential negative effects of advertising, as discussed in the essay?

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