

Name \_\_\_\_\_

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

### Short Answer Key

1. An example could be an ad stating, "Limited-time offer! Buy now before it's gone!"
2. Advertisers target children because young minds are impressionable, and they can influence kids to convince their parents to buy products.
3. The dark side of advertising includes creating unrealistic beauty standards, fostering materialism, and sometimes using false claims. It's a concern because it can negatively impact consumers' self-esteem and lead to uninformed purchasing decisions.
4. Understanding advertising tactics empowers consumers to make informed choices by recognizing when they are being persuaded and making decisions based on their actual needs and preferences.

