

Name _____

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

Open-Ended Response Answer Key

1. Responses may vary, but students should provide details about a specific advertisement, how it persuaded them, and their assessment of its effectiveness.
2. Responses may vary, but students should identify an advertising technique they find influential and provide reasons for its impact on consumers.
3. Possible strategies may include developing critical thinking skills, questioning the claims made in advertisements, and being mindful of the influence of advertising on consumer choices.

