

## Persuasive Techniques Test

Name: \_\_\_\_\_

### Grade 7 (Standards: CCLS RI7.2, RI7.5, RI7.8)

*Directions: For each of the following questions, select the best answer.*

1. Which of the following is an opinion about persuasion?

- a. Persuasion tries to convince people that one product is better than another product
- b. Persuasion tries to convince people to agree with a specific point of view or idea
- c. Persuasion tries to convince people that celebrities know everything
- d. Persuasion tries to convince people to act in a specific way

2. Which persuasive technique is being used?

- a. Bandwagon
- b. Appeal to Emotion
- c. Testimonial
- d. Name Calling



3. A McDonald print ad states that McDonalds has the “world’s most famous hamburger.” Which persuasive technique is demonstrated in this ad?

- a. Testimonial
- b. Glittering generalities
- c. Bandwagon
- d. Appeal to emotion

4. Which of the following advertisements would be the **most** effective way to sell flowers to males between the age of 22-30.

- a. An ad illustrating winter coming and showing how the flowers will die if they are not bought
- b. An ad illustrating flowers being delivered to Angelina Jolie at a restaurant
- c. An ad illustrating a laughing couple eating dinner together with flowers on the table
- d. An ad illustrating children picking flowers beside a playground

5. Which of the following is an opinion about Colgate toothpaste?

## Name: \_\_\_\_\_

- a. It fights germs for up to twelve hours
- b. It can brighten your smile by three shades
- c. It fights plaque and gingivitis
- d. It comes in fun and tasty flavors
6. "Every parent in this town" uses the bandwagon technique. Which word is the most effective in demonstrating this technique?
- a. Every
- b. Parent
- c. This
- d. Town

## Part II: Analyzing Ads

*Directions: Use the following Tyson's Chicken print ad to answer questions 7& 8*



What do you make for dinner when you already have a full plate?



For more information, call 1-800-4-A-CHICKEN. We're a national company.

7. What is Tyson's slogan?

8. Identify the *target audience* and one *persuasive technique* in this advertisement.

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Name: \_\_\_\_\_

8. Identify the *target audience* and one *persuasive technique* in this advertisement.

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9. Is the ad effective in relaying its desired message? Explain your answer using supporting information from the advertisement.

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10. Why do you think Tyson's chicken chose to put a baby in this ad? Use at least two complete sentences to justify your answer.

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