

## Lesson 2.4 Independent Study Questions

1. Think of an ad for a snack food that gives limited information. Do you think advertisers are leaving out other information that might be important to know? Explain your answer in 2-3 sentences with 2-3 reasons.
2. Choose **three different ads**. Describe each ad and make notes of the different techniques being used to appeal to consumers. Is the ad successful? Explain why or why not.
3. Why do you think some people continue to believe false claims when there is no evidence to support them?
4. Make a simple Ad slogan for a food product you like to buy.

For example:

Pure Canadian Sweet that can't be Beat! Maple Syrup

