

Critical Thinking

Select an ad and answer the following questions:

1. Does this make you want to view or read it ? Why or why not ?

2. Is it easily understood ? What makes it easy or not easy to understand ?

3. Are the ad facts believable, does it convey trust ? Why or why not ?

4. Are there claims made ? How ?

5. Would you buy this product based on this ad ? Why or why not?
