The Language of Advertising Claims Assignment

1. Do most people feel that advertising influences them very much? Yes or no and explain.

2. How can we explain the fact that advertising does actually influence people?

3. Which people are the most defenseless against advertising? Explain why they are most defenseless.

4. What is the "claim" in an ad?

5. What category do most claims fit into?

6. Explain what a parity product is and give 2 examples.

7. In parity claims what does "better" mean?

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9. What is the second rule of advertising claim analysis?

10. To create the necessary illusion of superiority, advertisers usually resort o one or more of the following ten basic techniques. Explain and give one example of each.

      a.   The weasel claim

      b.   The unfinished claim

      c.   The "We're different and unique" claim

      d.   The "water is wet" claim

      e.   The "so what" claim

      f.   The vague claim

      g.   The endorsement or testimonial

      h.   The scientific or statistical claim

      i.   The "compliment the consumer" claim

      j.   The rhetorical question