

**Directions:**

Match the terms below to its example below by placing the letter of the correct answer on the blank at the left. All are used only once.

- a. bandwagon
- c. common sense
- e. plain folk
- g. emotional appeal

- b. glittering generalities
- d. free or bargain
- f. testimonial
- h. citing statistics

- \_\_\_\_\_ 1. Get all your major food groups in one meal with the Taco Bell economy meat and bean packet.
- \_\_\_\_\_ 2. Taco salads at Taco Bell have 25% less fat than their leading competitor's.
- \_\_\_\_\_ 3. The TV camera shows a person with a frazzled look, red pen behind ear, and a gradebook in hand. This person says, "As a teacher, I often don't have much time to eat. The service at Taco Bell is quick and friendly. Eat your rushed lunches at Taco Bell."
- \_\_\_\_\_ 4. Use your lunch punch card at Pizza Hut or Taco Bell, and when you've received five punches, get your next lunch free.
- \_\_\_\_\_ 5. A doctor appears in a television ad and says, "If you eat at McDonald's every day, what do you think is going to happen to your weight?" Then the camera shows a lot of overweight people.
- \_\_\_\_\_ 6. A print advertisement in Teen Magazine shows Hillary Duff with a McDonald's coffee cup in hand.
- \_\_\_\_\_ 7. A health food store runs an advertisement stating the benefits of their food and the dangers of Taco Bell's food.
- \_\_\_\_\_ 8. An advertisement shows a large group of people walking into Taco Bell instead of Taco Tico.