

Print Advertisement

Name:

/5

_____ used a persuasive technique

bandwagon, glittering generalities, common sense, free/bargain,
plain folk, testimonial, emotional appeal, citing statistics

← Which one?

_____ ad sold something connected to assigned topic

_____ free of errors in spelling, punctuation, grammar

_____ capitalization was done for effect or style (and was consistent, not random)

_____ nice layout: balanced – symmetrical – use of white space

images faced in, followed rule of thirds