

PERSUASIVE (PROPAGANDA) TECHNIQUES

Name: _____ Date: _____

Read the following ad and answer the questions that follow.



BAHAMA BOSS..... A car that runs on water!

Bahama Boss is the first car ever made in The Bahamas. It is affordable, fancy and fantastic! It doesn't use expensive gas and motor oil like other cars. Our competitors may get you there faster but we'll get you there cheaper.

Bahamian superstar Johnnie Blues states, "I use my Bahama Boss daily. It is the best car I've ever had."

Don't be left out. Support Bahamian and buy one today!

1. Why was this article written?

2. Which persuasive device do the following sentences illustrate?

a. It is affordable, fancy and fantastic! _____

b. Don't be left out. _____

3. What is one disadvantage of the Bahama Boss?

4. What makes this advertisement a testimonial?

5. In a video being circulated on WhatsApp, a man is saying the following words, "Bahama Bosses are the ugliest cars I've ever seen! I would never buy it." What propaganda technique did he use?

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