

## Chapter 14 Test

For questions 1 to 7, write the term from Column B that matches the description in Column A.

A	B
<b>1.</b> It suggests that a product is better than other products: _____	<b>a)</b> weasel claim
<b>2.</b> It was a major factor in the Walkerton water tragedy: _____	<b>b)</b> manure
<b>3.</b> It uses a celebrity to promote a product: _____	<b>c)</b> unfinished claim
<b>4.</b> The phrase "helps heal" is an example: _____	<b>d)</b> commercial chemical fertilizer
<b>5.</b> The phrase "provides 28% more power" is an example: _____	<b>e)</b> testimonial
<b>6.</b> Fertilizer that is made in a laboratory: _____	<b>f)</b> preservative
<b>7.</b> It uses friendly, average people to promote a product: _____	<b>g)</b> endorsement
	<b>h)</b> scientific claim

**8.** Decide whether each of the following statements is true or false. If it is false, rewrite it to make it true.

**a) True/False** Some commercial laundry detergents contain harmful chemicals.

\_\_\_\_\_

**b) True/False** It is not important for consumers to be aware of advertising techniques.

\_\_\_\_\_

**c) True/False** A fair test has one manipulated variable and one or more responding variables. It has no control.

\_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

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(continued)

**d) True/False** Movie stars often appear in ads. This is an example of an endorsement.

\_\_\_\_\_

**9.** Explain why this statement is an example of a weasel claim: "Drippy Dippy Hair Goo revitalizes your hair!"

\_\_\_\_\_

**10. a)** Underline the advertising claims in the paragraph below.

Do you wake up in the morning with a sore back? Twenty-three sleep specialists recommend the Air Gel Mattress. It conforms to your body shape and is guaranteed to give you a better night's sleep or your money back!

**b)** What three types of claims did you find in this advertisement?

\_\_\_\_\_  
\_\_\_\_\_

**c)** What do you think "a better night's sleep" means?

\_\_\_\_\_

**11.** In the organizer below, list one benefit and two drawbacks of using manure and commercial chemical fertilizer.

