

Truth vs. Hype Answer Key

Advertising Language (Persuasive):

- "The most amazing drink you'll ever taste."
- "Guaranteed to make you feel energized all day."
- "Nature's secret to perfect health."

Informational Language (Factual):

- "Most bottled water, including *CrystalPure Refresh*, is simply filtered tap water."
- "Studies show no scientific evidence that it boosts energy or provides health benefits beyond what regular clean water offers."
- "The FDA requires bottled water companies to meet safety standards, but those standards are the same ones applied to public tap water."
- "Environmental researchers caution that bottled water contributes to plastic waste, which harms ecosystems."

Teacher Notes:

- Stress that **advertising uses emotional, exaggerated, or sales-driven wording**, while **informational writing relies on neutral tone, data, and verified facts**.
- This exercise helps students develop skepticism toward promotional claims and practice separating persuasion from reliable reporting.
- For extension, students could rewrite the ad-only parts of the passage into neutral, factual statements.