

Selling with Meaning Answer Key

Sample Responses

1. **flies/fly** - (1) Time passes quickly; (2) travel by plane. → Connects fast travel with the idea of fleeting time.
2. **brake/break** - (1) Vehicle brakes; (2) a rest or pause. → Suggests repairing brakes and giving customers relief.
3. **hands** - (1) Literal hands; (2) symbol of care/safety. → Evokes trust and personal attention.
4. **deliver** - (1) Bring packages; (2) provide emotional satisfaction. → Reinforces friendly service.

Teacher's Guide

Skill Focus: Interpreting **Multiple Meaning Words** and **semantic layering** in persuasive text.

Grade Range: Ideal for Grades 9-12; adaptable for middle school or early college literacy.

Teaching Tips

- Begin with examples from popular ads students already know-ask them what makes the wording "stick."
- Emphasize how advertisers use ambiguity to make language memorable and emotionally engaging.
- Discuss the power of *connotation* and *play on words* in brand identity.

Differentiation Ideas

- *Support learners:* Provide visuals of the ads or highlight the pun word in each slogan.
- *Challenge learners:* Ask students to find or design their own slogans using layered meanings.
- *ELL support:* Translate literal meanings first, then explore figurative or cultural wordplay together.