

Doubt Detector Answer Key

Q1. Product:

- TurboCharge Phone Charger.

Q2. Claims made:

- Charges a phone from 0% to 100% in 15 minutes.
- Works with every phone model.
- Compact, portable design.
- Called "life-changing" and "a miracle."
- Guaranteed to make life easier.

Q3. Overall message:

- The ad suggests TurboCharge is the fastest, most reliable, and most convenient charger available.

Q4. Possible counterarguments (examples):

- Charging from 0% to 100% in 15 minutes may be exaggerated or unsafe for battery health.
- It might not truly work with *every* phone model.
- Customer reviews like "life-changing" could be biased or fake.
- Other chargers may be just as effective at a lower price.

Q5. Importance of counterarguments:

- Thinking of counterarguments helps readers avoid being misled by exaggerations.
- It encourages critical thinking and helps consumers make informed choices.

Teacher Notes:

- Stress that **ads are one-sided by design**—they only show positives. Counterarguments balance the picture.
- Encourage students to use phrases like "*Some people might say...*" or "*However...*" when forming counterarguments.
- Extension: Give students two different ads for the same type of product (e.g., two sneakers or two fast-food chains). Have them write counterarguments for each and compare which ad feels more believable.