

Name \_\_\_\_\_



## Hidden Persuasion

**Directions:** Read the advertisement passage carefully. Pay attention to what is directly stated and what is implied. Look for **hidden messages** or ideas the ad suggests without saying outright. Answer the questions that follow by identifying both the obvious and underlying messages.

Introducing **GlowSkin Radiance Cream**, the only beauty product you'll ever need! Dermatologist-tested and packed with natural botanicals, GlowSkin smooths away fine lines and brightens dull complexions. Thousands of satisfied customers say their confidence skyrocketed after using GlowSkin for just two weeks. Imagine walking into a room and turning heads with your flawless skin. Don't settle for ordinary—be radiant, be unforgettable, be *you*! Available now at beauty stores and online.

1. What is the main product being advertised?

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2. What direct claims does the ad make? List at least two.

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3. What **hidden or implied messages** are suggested about people who use GlowSkin?

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4. What **hidden or implied messages** are suggested about people who do not use GlowSkin?

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5. Why might these hidden messages be persuasive to the audience?