

## Hidden Persuasion Answer Key

### Q1. Main product:

- GlowSkin Radiance Cream.

### Q2. Direct claims:

- Dermatologist-tested and contains natural botanicals.
- Smooths fine lines and brightens dull skin.
- Thousands of customers report results in two weeks.

### Q3. Implied messages about users:

- They will be more confident and attractive.
- They will gain admiration ("turning heads").
- They will feel unique and unforgettable.

### Q4. Implied messages about non-users:

- They risk being "ordinary" or less noticeable.
- They might lack confidence compared to GlowSkin users.

### Q5. Why persuasive:

- Appeals to self-esteem and social approval, making people believe they'll be admired and special if they use the product.

### Teacher Notes:

- Stress that hidden messages are not directly written but can be inferred from tone, word choice, or imagery.
- Point out **persuasive techniques**: words like "only," "unforgettable," and "imagine" push the audience toward feelings rather than facts.
- Extension: Have students find an ad from a magazine or online and write one **direct claim** and one **hidden message** they detect.