

Name _____



Bias Busters

Directions: Read the advertisement passage below carefully. Identify words or phrases that show **bias** (favoring one side) or use **loaded/exaggerated language** (emotional or extreme wording). **Underline** at least **three examples** in the passage. Explain why each example could influence a reader's opinion.

Why waste your hard-earned money on clunky, outdated phones when you can upgrade to the **SparkX Ultra**? This revolutionary device is the smartest, sleekest, and most powerful phone ever created. Unlike those boring models from other companies, SparkX Ultra gives you lightning-fast speed, flawless photos, and a design so stylish it will make your friends jealous. Millions are already rushing to stores, proving that SparkX Ultra is the phone of the future. Don't be left behind with yesterday's junk—join the smart generation with SparkX today!

1. For each underlined example, explain how it might influence the reader's feelings or decisions.

1.
2.
3.

2. What is the overall effect of using biased or exaggerated language in this advertisement?