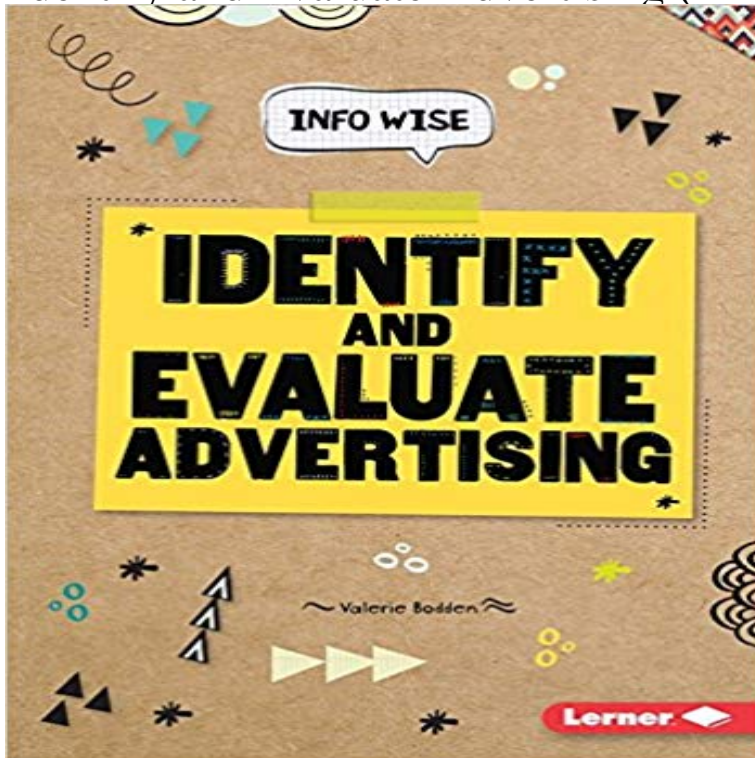


Identify and Evaluate Advertising (Info Wise)



What is advertising, and why should you care? Learn how to think critically about advertising. Who created and paid for an ad? What do the people who made the ad want you to do? Why does it matter if a website includes advertising? This book will help you pinpoint and evaluate common persuasive techniques used in advertising, including the bandwagon approach, emotional appeal, repetition, and more.

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