**Persuasive Revision Quiz Review**

Read the selection and choose the best answer to each question. Janie wrote the following paper to persuade her readers to be careful consumers. As you read Janie’s paper, look for any revisions she should make. Then answer the questions that follow.

Think Twice About TV Commercials

(1) Television ads interrupt network programming every few minutes. (2) In many cases the ads are creative, colorful, and amusing. (3) Watching commercials can certainly be entertaining but consumers should learn to view them discerningly too. (4) Everyone should understand persuasive techniques to become good consumers by watching commercials wisely and carefully.

(5) Persuasive techniques can be tricky. (6) Imagine flipping on the television and seeing a group of young, fit people on a sunny beach. (7) They’ve just finished a game of volleyball. (8) They look like they are having a great time. (9) They reaching for a refreshing soda resting on a bed of cold ice. (10) You find yourself wanting the soft drink featured in the commercial. (11) You want to have fun, just like them. (12) You want to put on your new swim suit and jump in the water. (13) Before heading to the store, stop and think twice. (14) You’ve just been a victim of the bandwagon technique.

(15) Perhaps you’re watching a show that’s suddenly interrupted by some famous athletes recommending a certain brand of shoes. (16) If these accomplished athletes are wearing the shoes, surely you need to wear them, too, right? (17) Stop and think twice. (18) Are the shoes really responsible for the athletes’ ability and success? (19) You’ve been led to make this connection by the advertising technique known as testimonial. (20) From the ad alone you’ll never know or be sure how good the shoes really are. (21) It’s also important to keep in mind that the celebrities were paid to endorse the shoes. (22) Do they even believe that the footwear their promoting is that special? (23) You can never be certain.

(24) Many other propaganda techniques are evident in today’s commercials. (25) Some ads use repetition, hoping that a saying or song will stay in your mind and tell you to buy a certain product. (26) Other ads use emotional words or situations to make you have strong feelings about a product or service. (27) Learn to recognize the propaganda techniques that are used. (28) Just because a clever jingle about a product is stuck in your head doesn’t make that product the best one to buy.

(29) Becoming a savvy consumer requires learning about the many types of propaganda techniques. (30) Don’t be easily swayed; be a smart, thoughtful consumer who pays attention to the products, not to just what the jingles and celebrities claim. (31) Commercials are big business, and it’s important to remember that advertisers are well paid for influencing viewers.

1. What change should be made to sentence 3?

A. add a comma after *commercials*

B. replace *too* with *to*

C. add a comma after *entertaining*

D. no change needed

2. To be more persuasive, what would be a stronger word to replace *good* in sentence 4?

A. adequate C. decent

B. skillful D. polite

3. What would be the most effective **transition** to add at the beginning of sentence 13?

A. However, C. Likewise,

B. In addition, D. Also,

4. What revision would you suggest to improve paragraph 2?

A. add more loaded language

B. include more details about the type of soda

C. vary sentence beginnings

D. change the topic sentence

5. Janie has included off-topic information in the second paragraph. Which sentence should she delete from this paragraph?

A. Sentence 10

B. Sentence 11

C. Sentence 12

D. Sentence 13

6. What change should be made to sentence 22?

A. change the***?***to a***.***

B. change *their* to *there*

C. change *their* to *they’re*

D. no change needed

7. In sentence 25, Janie wants to be more persuasive by adding **loaded language**. Which of the following BEST achieves that goal?

A. Some ads use repetition, hoping that a catchy jingle or phrase will stick in your mind and subconsciously compel you to buy a certain product.

B. Some ads use repetition, hoping that a silly song will be in your mind and thoughtlessly tell you to buy a certain product.

C. Some ads use repetition, hoping that a jingle or phrase will hang out in your head and remind you to buy a product.

D. Some ads use repetition, hoping that some of the words will stick in your mind, and you will decide to buy a certain product.

8. What statement would be best to add to the end of paragraph 4?

A. Therefore, best product to buy is the one that is cheapest.

B. Clearly, Jingles are great persuasive techniques.

C. Obviously, emotional words, or loaded language, is the only way to persuade readers.

D. So, be on the lookout for these and other persuasive techniques in the commercials you watch.

9. What would be the BEST way to combine sentences 26 & 27 to form a **compound sentence**?

A. Other ads use emotional words or situations to make you have strong feelings about a product or service so learn to recognize the propaganda techniques that are used.

B. Other ads use emotional words or situations to make you have strong feelings about a product or service, so learn to recognize the propaganda techniques that are used.

C. Other ads use emotional words or situations to make you have strong feelings about a product or service; so learn to recognize the propaganda techniques that are used.

D. Other ads use emotional words or situations to make you have strong feelings about a product or service, learn to recognize the propaganda techniques that are used.

10. Janie feels like the **organization** in the closing paragraph could be better. What way could the sentences be rearranged to achieve this goal?

A. Sentence number 29, then 31, then 30

B. Sentence number 30, then 29, then 31

C. Sentence number 31, then 30, then 29

D. Sentence number 29, then 30, then 31

**Check your answers in Google Classroom.**

**Also, study your persuasive writing academic vocabulary. You should have a Quizlet or flashcards made for this.**