

Name: \_\_\_\_\_

## Do You Buy It? An Advertising Techniques WebQuest

<b>Technique</b>	<b>Definition</b>
bandwagon	
anti-bandwagon	
celebrity testimonial/ star power	
emotional appeal/ heart strings	
repetition	

Name: \_\_\_\_\_

<b>Technique</b>	<b>Definition</b>
slogan	
glittering generalities	
plain folks	
product comparison	
humor	