

Check Your Answers: After You Read

Section 13.1

Review Key Concepts

1. Advertising can be helpful when it provides information that helps consumers make buying decisions.
2. Infomercials last about 30 minutes; commercials last about 1 minute, and infomercials are designed to seem like regular programming.
3. Celebrities are paid for their endorsements so they may not be truthful. Also, people may confuse liking the celebrity with liking the product.
4. If an ad is ruled deceptive, the creator must stop using it and may be fined.

Practice Academic Skills

5. Some students may say that most ads are honest because of the FTC laws regarding deceptive advertising. Others may feel that implying that consumers will have a certain image by using the product is dishonest.
6. Students may find that many political ads use slogans to make it easy to remember the candidate's name and hidden fears to try and persuade people that a specific candidate can make life better.

Section 13.2

Review Key Concepts

1. Ask people who have similar items, study reviews in consumer magazines, search the Internet, visit stores, and read online customer reviews.
2. You can buy products from infomercials or home shopping channels. Both provide a phone number or Web site.
3. You should evaluate the quality of products, look for warranties, identify hidden costs, take advantage of sales, and use coupons and rebates.
4. You should get recommendations, check qualifications, verify insurance, get estimates, and read the contract.

Practice Academic Skills

5. Students should decide what product they will focus on and how they will persuade consumers (for example, demonstrations, testimonials, or facts).
6. Students may say that shopping centers will be built to include housing so people do not have to leave the building to shop. They might predict that malls will have computers available for people to shop "online" at the mall.