

## Chapter 20 Print Advertisements

### Section 20.1 Elements of Advertising

#### Review Key Concepts

1. The headline captures the reader's attention, arouses their interest, and entices them to read the rest of the ad.
2. Illustrations should transmit a message that would be difficult to communicate with words alone. It could show the product, how it works, safety features, or its benefits.
3. Slogans will vary but should use one of the following literary devices: alliteration, paradox, rhyme, pun, or play on words.

#### Practice Academics

##### English Language Arts

4. Accept all reasonable and complete responses that use proper grammar and spelling. Each headline must use a different copywriting technique (alliteration, paradox, rhyme, pun, or play on words). The advertised product, its sponsor, and the technique used for each ad headline must be identified.

##### Mathematics

5. \$20.83 ( $\$125 \times 1,000 \div 6,000$ ).