## Teacher Answer Key

### Case Study

1. The creator's ninety-second praise is an influencer endorsement, which looks like a recommendation from someone she chose to follow, and the three letters are the required paid disclosure. Seeing the product repeatedly across her feed is retargeting, which builds familiarity the brain mistakes for preference, and the crossed-out one hundred seventy-nine dollars is anchoring that makes sixty-nine look reasonable.

2. A countdown that restarts on reload proves the deadline is artificial rather than a genuine limit on the offer. The reading recommends inserting a delay such as a twenty-four hour rule because urgency works by shortening the time available for thinking, so waiting dissolves the pressure and lets Priya decide whether she wanted headphones at all.

### Multiple Choice

1. A

2. D

3. C

### Matching

1-B, 2-E, 3-D, 4-C, 5-A

### Fill-in-the-Blank

1) weasel, 2) anchoring, 3) targeted

### Short Answer (Sample Responses)

Q1: People who believe they see through advertising do not slow down when a technique is being used, so nothing interrupts it. Most advertising is not trying to sell today anyway, it is building familiarity so one option already feels like the normal choice when the shopper reaches the shelf.

Q2: Convert the sentence into a specific claim by removing the qualifier and asking what is actually being promised. If the claim disappears without helps, up to, or virtually, or if a comparison has no stated target, then there was never a claim that could be evaluated or disproved.

Q3: Natural is largely unregulated on most products, so it can be applied with almost no standard behind it. Organic is legally defined and enforced by the Department of

Agriculture, which means only one of the two words tells a shopper anything reliable about how the food was produced.