

Lesson 4 study guide:

Why should you evaluate advertisements carefully? because the appeal is indirectly to the desire of youth, attractiveness, and popularity.

Define culture:

Define technology:

Define influence:

Bandwagon appeal:

Define advertisement:

Define media:

Define commercial:

Define advertising:

Define:

Testimonial appeal, false image appeal, brand loyalty appeal, progress appeal, reward appeal

Lesson 8 study guide:

Define:

- Self-control
- Trustworthiness
- Social-emotional pollutant
- Respect
- compassion
- Value
- Positive self-esteem
- Self-respect
- Negative self-esteem
- Delayed gratification
- Good character
- Where do you get your values?