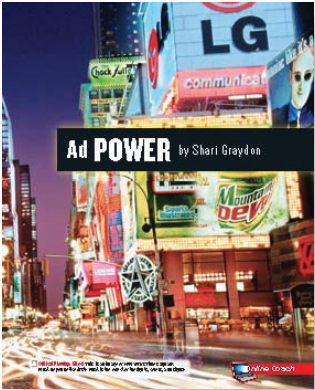


UNIT 6 CLUSTER 1 SELECTION SUMMARIES



Ad Power

Genre: Persuasive Text

Shari Graydon examines how advertising affects our daily lives. She explains that young people are exposed to thousands of ads every day and argues that it is impossible not to be influenced by the ads. An additional feature of the article lists tips on how to evaluate ads critically.



What's Wrong with Advertising?

Genre: Essay

David Ogilvy, known as “the Father of Advertising,” argues against the idea that ads have a negative influence in society. He cites the many systems in place to protect buyers and makes a case that it is in advertisers’ best interests to market excellent products.