

**UNIT 1 | ACTIVITY 1.2**

**FACT OR OPINION IN ADVERTISING**

*To determine whether the information in an advertisement is a statement of fact or a statement of someone's subjective opinion, ask these two questions:*

**Is the statement general or specific?**

Statements of opinion in advertising claims often include sweeping generalizations or exaggerations. Facts are often highly specific.

**Can the claim be measured or tested?**

Factual claims are measurable. They can be tested and proven as either true or false. Opinion claims can't be measured and therefore can't be proven either true or false.

**Instructions:** Identify each advertising slogan below either as **F** for **factual statement**; or **O** for subjective statement of **opinion**. Write the letter (F or O) on the line in front of each statement.

- \_\_\_ 1. You meet the nicest people on a Honda. (Honda motorbikes)
- \_\_\_ 2. The ultimate driving machine. (BMW automobiles)
- \_\_\_ 3. Bet you can't eat just one. (Lay's Potato Chips)
- \_\_\_ 4. Nobody does it like Sara Lee. (Sara Lee desserts)
- \_\_\_ 5. New Extra Strength Doan's is made for back pain relief. (Doan's Pills)
- \_\_\_ 6. For the adult in you. For the kid in you. (Frosted Mini-Wheats)
- \_\_\_ 7. Colgate Platinum. Advanced whitening formula. Plus cavity protection, tartar control, and fresh breath. (Colgate toothpaste)
- \_\_\_ 8. Designed to actively penetrate below the gumline with new dual POWER TIP Bristles and soft, end-rounded bristles. (Braun Oral-B ULTRA toothbrush)
- \_\_\_ 9. Wear the world. (Mondera.com website for selling diamonds)
- \_\_\_ 10. You aren't fully clean until you're zestfully clean. (Zest soap)