

WHO, WHAT, HOW, DO

WHO Underline any words which identify the audience or the role of the writer.

WHAT Circle any words which identify the topic, context, or purpose of the writing task.

[HOW] Bracket any words which identify the writing format or the resource text (including title and author).

DO Box any words which identify key writing direction words.

Writing Prompt

The purpose of an advertisement is to sell a product or a service. Unfortunately, some advertisements can be less than truthful about their claims. Sometimes what is *not* said is just as important as what *is* said in advertising.

Consumers can often avoid falling for false advertising by carefully “reading between the lines.” *Evaluate* the claims of this advertisement.