

NAME: _____

DATE: _____

ACTIVITY

Spot the Spin

What + Why: Words matter! Learning how ads use persuasive language helps you spot what's hype, what's missing, and what you actually need to know before spending or borrowing money.

Advertisements are carefully crafted to influence how you feel about a product or offer before you fully understand it. The words chosen, the phrases emphasized, and the details omitted can shape your perception of value and risk. In this activity, you will slow down and examine how language works by identifying persuasive wording, spotting what is missing, and seeing how transparency changes the meaning of an offer.

**Instructions:**

1. Choose an advertisement to analyze.
2. Underline persuasive or emotionally charged phrases.
3. Circle or list information that is missing, minimized, or unclear.
4. Rewrite the headline so the offer is fully explained, transparent, and factual.
5. Then, answer the brief reflection questions.

Be prepared to share how rewording the headline changed your perception of the offer.

Cheap Payday Loans

- ✓ **No credit check**
- ✓ **Use funds for any purpose.**
- ✓ **Cash or card**

— Cash today up to —
\$5,000

Fast approval

Get approved in
minutes.

Get cash today.

Get the money
you need.

Safe and secure

Your information
is protected.

Apply Today!

CALL NOW.
555-123-4567

VISIT US ONLINE.
www.cashfastnow.com

To ensure the offer is fully explained, transparent, and factual I would change the headline to read:



#Ad
John Smith

Guess how I funded my trip to the Swiss Alps.

A BNPL loan from **FastFlexPay** .
Didn't even touch my savings.

- Split it into **6 easy payments**.
- Approval in **under 60 seconds**.
- **No interest**.
- **No stress**.

Travel now. Pay later

Don't be a couch potato this summer!
Take your dream vacation with **FastFlexPay** .

To ensure the offer is fully explained, transparent, and factual I would change the headline to read:



HOMESTYLE

Clearance Event

50% off

This Weekend Only!

While Supplies Last

Take an extra 10% off when you open a storecard today!
See store for details.

To ensure the offer is fully explained, transparent, and factual I would change the headline to read:

Reflection Questions

1. What information would you still need before making a decision?
2. Where and how might you be able to verify the claims of this ad?