Should the government place more restrictions on advertising in the media, and if so, what type of restrictions? Should misleading advertising be legal? Discuss where the line should be drawn between ads that use fallacies and rhetoric and those that are blatantly deceptive, particularly when it comes to children. Use specific ads to illustrate your answer. Construct an argument to support your conclusion. Highlights of Questions to Consider in Evaluating Advertisements Keep the following materials in mind as you participate in this module’s discussion activities. Does the ad use scare tactics to persuade us that we need the product? Does the ad provide credible evidence and/or statistics to support any causal claims? Does the ad play on our tendency to give in to group pressure? Does the ad set up a desirable image or lifestyle that may not be related to the product? Does the ad use any other informal fallacies? Does the ad use emotive language, images, or euphemisms? Is grammar confusing or the wording misleading?