will also help us to not be fooled by these persuasive tools. In the following discussions, we explore how to recognize, analyze and construct arguments. Consider the concepts from the Module 7 readings as you participate in the module’s discussions. 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? Is the language vague, ambiguous, or obscure? Are the claims exaggerated? Does the ad leave out information that is necessary for us to make a decision