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? If the ad uses an analogy, is the analogy relevant?

Writing instructions