

Cause and Effect

Cause

Effect

Why did it happen?

The left-hand box should describe an ad (what it shows and says and what product it wants you to buy) and the message that it sends about that product.

What happened?

The right-hand box should describe the things that people might think or believe when they see that ad and the things that they might do when they think that way. The boxes below show examples.

Why did it happen?

It is an ad for a car. The car is on the beach, in between two palm trees, like a hammock, and there is nice blue sky and ocean in the background. It says, "paradise found."

What happened?

People might buy that car, because they might think that driving that car would be like paradise. They might believe that the car would be comfortable. They could be disappointed.

Why did it happen?

The ad shows a really tall basketball player named Shaquille O'Neal lifting up and shaking a chocolate bar vending machine in order to make Crunch bars fall out of it.

What happened?

People might think that they are hungry. They might think that no other food will satisfy them. They might buy a Crunch bar or ask someone to buy one for them.