g ke them more memorable, but some advertisements use techniques, such as repetition, that can make longer slogans memorable, too. For example, most housewives can recall the voice of a robot repeating that, "Glass Plus cleans glass, plus a whole lot more, plus a whole lot more, plus a whole..." and so on.

Celebrity endorsement can also be effective for any type of product. Holiday Fitness Centers created a strikingly memorable commercial featuring the celebrity Cher in a revealing, black leather outfit and unusual, spiked hairstyle. The Jello company cashed in on the widesweeping fame of actor, writer, comedian Bill Cosby. Many, many Americans now think of Jello-Pops when they think of Bill Cosby--or vice versa.

67 Celebrity endorsement is also good for very specialized 68 markets. Who could be better than basketball star "Dr. J" at

69 selling high-top athletic shoes.

Some advertising approaches have a more narrow realm of applicability than do humor, slogans and celebrity endorsements, but work beautifully when used in the proper Although sex is almost always an attention-getter, it would be inappropriate to use sex in advertising products for children or in professional journals. On the other hand, sex and exotic appeal are just about the only ideas used in commercials for perfumes and colognes. Advertisers should decide whether there is any proper connection between sex or exotic appeal and the product they are selling. They should also observe that sex may not be as memorable in commercials today as it once was; this is due to the fact that sexy ads are now much more commonplace and no longer shock or surprise most people.

Cuteness in commercials can be very memorable for viewers who respond to cuteness. All animal-lovers are moved by the adorable little kittens at play, in Friskies Cat Food commercials. Friskies Co. made a safe assumption that people who buy cat food like kittens; those same kittens might not be so memorable to all persons who buy motorcycles, however. Cuteness in children can be very appealing to most parents. Stainmasters Carpet Company won the attention of most families in a commercial showing the delight of a toddler throwing his dinner like an airplane. It was incredibly cute, except to people who do not like children. There are limits to the effectiveness of cuteness in ads.

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Paper #5 1s less sophisticated in word choice and syntax, yet it is a passing paper. The writer expresses her own opinion honestly and offers specific support for the opinion she holds. Note lines 14-18 and 22-28. There are very few problems of mechanics. The thesis (lines 9-11) is clear, and it directly addresses the question.

Paper #5:

I do not intend to take a stand on whether abortion is morally right or wrong, but I believe abortion should be legal so that a woman with an unwanted pregnancy will have an option. A woman has the right to protect her physical health and emotional state of mind by terminating a pregnancy if it is unwanted. Furthermore, a woman has the right to obtain an abortion to prevent anguish and frustration due to having a child with a severe birth defect. To restrict a woman from obtaining an abortion is to violate this right. Abortion should be legal for the woman who decides it is necessary not to carry a baby to full term due to various circumstances.

One circumstance would be a pregnant woman with medical complications. If a woman with a cardiac condition discovers she is pregnant, she may decide to abort the fetus to protect her own life. Since the fetus has a potential life whereas the woman has an actual life, the right to life should go to the woman. If abortion were not legal then the woman would have few options available regarding her physical health.

 There are circumstances such as rape that prevent us from being able to control what happens to us. I know of a young woman who is married and has a young child. She decided to take her child and leave her husband, because he beat her up. Before this woman could leave her husband, he forced himself on her and, as a result, she became pregnant. Instead of trying to start a new life with a small child and an unwanted baby, she decided on an abortion. Even though this woman was unable to control these circumstances, abortion helped to rectify her problem.

Abortion can also be used to terminate a pregnancy where the fetus is genetically defective. A doctor can determine accurately the possibility of a fetus being born with a severe birth defect. For example, Down's Syndrome and Tay-Sachs disease are severe birth defects that can be detected in the fetus through a process called amniocentesis. A woman who discovers she is carrying a child with a birth defect may decide to obtain an abortion. Consider the mental anguish and the financial strain of having to care for a retarded child. Abortion can prevent the birth of a child with a severe birth defect thus spare the parent of such grief.