

**NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** **DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Composition 11/12B Ms. Ciuperca

**Claims**

**Definition of Claim:**

A claim is

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It comes from the Latin

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It invites you to

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***Consider Ad#1 (Honey Nut Cheerios). What is its claim?***

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**Types of Claims:**  
Explicit Claim

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Implicit Claim

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***Consider Ad #2 (Your Ad Here). What is its explicit claim? What is its implicit claim?***

Explicit Claim

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Implicit Claim

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Categories of Claims:

* Claim of cause

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***Consider Ad #3 (The Anti-drug). What is its claim of cause?***

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* Claim of definition

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***Consider Ad #4 (Gay Marriage). What is its claim of definition?***

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* Claim of value

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***Consider Ad #5 (The Best Buds). What is its claim of value?***

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* Claim of policy

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***Consider Ad #6 (Choose my Plate). What is its claim of policy?***

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***Consider Ad #7 (Education Pays). What is its claim of cause?***

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***Consider Ad #8 (Obesity). What is its claim of definition?***

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***Consider Ad #9 (Mc Donald’s Video). What is its claim of policy?***

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***Consider Ad #1 (The Honey Nut Cheerios). What is its claim of value?***

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