



Plate 7.1 Thanks to effective anti-tobacco campaigns, smoking is now generally recognized as a health risk and an addiction.



Plate 7.2 *How does the weather affect your life satisfaction?*

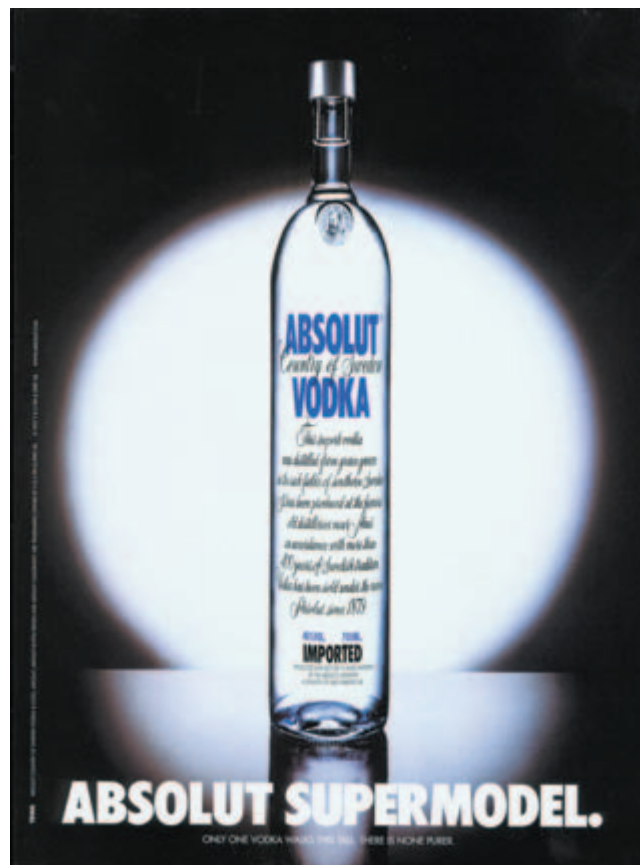


Plate 7.3 Advertising helped propel Absolut Vodka from an inconsequential brand to become America's leading premium vodka.



Plate 7.4 *In this advertisement endorsement by an expert is used as an advertising strategy.*



Plate 7.5 *The introduction of compulsory seatbelt laws has increased seatbelt use and reduced deaths of vehicle occupants.*

(a)



(b)



Plates 7.6a and b After buying one of these two cars, how are you likely to view the other?