Defending Ads from Makers Point of View. Authors support their arguments with five example advertisements. The points made are those of social critics, academics who use advertising to raise issues about culture. What is left unsaid is the perspective of the makers of the ads.

 Choose any one of the ads (7.1, 7.2, 7.3, 7.4, 7.5) featured in Chapter 7, and in no more than one page, argue in favor of the maker. Offer as many reasons as you can think of, justifying the way the advertisement is designed, peopled, placed and presented. Your objective is to defend the ad and to counter the claims made by the authors.