Home > Flattery

Flattery [1]

Type of Speech:

noun [2]

Definition:

The advertiser appeals to the audience's vanity by implying that smart/popular/rich people buy the product.

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Links

 $\begin{tabular}{l} [1] $https://ncpedia.org/glossary/flattery [2] $https://ncpedia.org/category/parts-speech/noun \\ \end{tabular}$

1