Name _____

Glittering Generalities

Definition: Using simple phrases that sound good but have no real value or meaning.

Examples:

- "I am the candidate for change."
- The Acura automobile slogan, "Advance."
- "It's new!"
- A popular slogan on teacher stationery, "Making the Difference!"

1. Do these devices really work? Why or why not?

2. A spaghetti sauce commercial says, "It's in there." Kia Motors claims that it has "the power to surprise." A room deodorizing spray claims to smell "like the great outdoors." Dove chocolate claims it is an "experience like no other." Explain how glittering generalities can be dangerous.

3. Politicians use glittering generalities a great deal. Why might this be?

4. Try to make up your own glittering generality that would help promote an extreme sport convention.

5. Propel Water sells itself as the fitness water. Its current slogan is "Fit has a feeling." Can you get even emptier and vaguer in your new slogan for this product?