

PRACTICE 13: Editing a Paragraph to Correct Run-ons and Comma Splices

(page 98)

Answers will vary. Possible answers include:

There are three main reasons why advertisers target young people. First of all, advertisers know that individuals in the 18-to-34 age group do a lot of consumer spending. When young people go to college and start to live on their own, for example, they have to buy many basics. For school, they need books, computer equipment, and other items. For the home, they need furniture, kitchen appliances, and dishes. [○] of course they may also want a luxury item such as a television. A second reason to target young shoppers is that they tend to be more impressionable than older adults. [○] therefore, they are easier to influence. Advertisers use young people's concern about "the cool factor" to sell them products. [○] they know that young adults often make purchases to keep up with the latest styles. Finally, advertisers focus on young consumers because 18-to-34-year-olds ^{and} have a lifetime of buying ahead of them. [○] advertisers want them to become loyal to a brand. If consumers buy a product and grow attached to it when they are young, they are likely to continue to buy it throughout their lifetimes. Building brand loyalty is an important advertising tool. [○] it works for all kinds of products from small items like running shoes to large purchases such as cars. In short, young adults may not have a great deal of money, but advertisers work very hard to get them to buy their products now and in the future.

PRACTICE 12: Correcting Run-ons and Comma Splices (page 97)

Answers will vary. Possible answers include:

- X 3. At many schools, students must pay high tuition fees. Textbooks cost a lot, too.
- X 4. Saving money is not easy. It takes careful planning.
- X 5. First, you make a budget, and then you follow it carefully.
- X 7. Last month, my credit card bills were high. I owed more than \$700.

Practice 14: Using Near Synonyms to Avoid Repetition (page 99)

- A young shoppers (A second reason to target young shoppers . . .)
young adults (. . . young adults often make purchases . . .)
young consumers (Finally, advertisers focus on young consumers . . .)

B Answers will vary.