

# Academic Games Propaganda Section C Practice Test (Sample)

## Study Guide



**Everything you need from our exam experts!**

**This is a sample study guide. To access the full version with hundreds of questions,**

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**SAMPLE**

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# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

**This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:**

## **1. Start with a Diagnostic Review**

**Skim through the questions to get a sense of what you know and what you need to focus on. Don't worry about getting everything right, your goal is to identify knowledge gaps early.**

## **2. Study in Short, Focused Sessions**

**Break your study time into manageable blocks (e.g. 30 - 45 minutes). Review a handful of questions, reflect on the explanations, and take breaks to retain information better.**

## **3. Learn from the Explanations**

**After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.**

## **4. Track Your Progress**

**Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.**

## **5. Simulate the Real Exam**

**Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.**

## **6. Repeat and Review**

**Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning.**

## **7. Use Other Tools**

**Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.**

**There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly — adapt the tips above to fit your pace and learning style. You've got this!**

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## Questions

- 1. What persuasive tactic is demonstrated by the jury member's comment regarding the defense lawyer?**
  - A. Visual Appeal**
  - B. Personal Connection**
  - C. Authority Figure**
  - D. Sarcasm**
- 2. What persuasive tactic is evident in the statement "You know I'm gellin'" during the party ad?**
  - A. Group Identity**
  - B. Sequential Repetition**
  - C. Emotional Connection**
  - D. Logical Reasoning**
- 3. What type of advertising technique does "I'm not a doctor, but I play one on TV" exemplify?**
  - A. Emotional appeal**
  - B. Degrees and titles**
  - C. Testimonials**
  - D. Sophistical formula**
- 4. What advertising strategy emphasizes reliability and trust in a product?**
  - A. Emotional appeal**
  - B. Sophistical formula**
  - C. Expert endorsement**
  - D. Testimonials from users**
- 5. What does the dialog between the two travelers illustrate about the rent-a-car service compared to Zertz?**
  - A. Repetition**
  - B. Technical Jargon**
  - C. Slogans**
  - D. Statistics**



- 6. What is the marketing technique shown in "Buy a Ford Reward" that promotes customer satisfaction?**
- A. Repetition**
  - B. Incentive Offer**
  - C. Appeal to tradition**
  - D. Fear mongering**
- 7. What strategy is employed by saying one company had the first 18-month warranty?**
- A. Exclusivity**
  - B. Scarcity**
  - C. Surprise factor**
  - D. Repetition**
- 8. What statistic is highlighted in the Reebok Workout advertisement regarding the human body?**
- A. There are 206 bones.**
  - B. There are 620 muscles.**
  - C. There are 100 billion neurons.**
  - D. There are 32 teeth.**
- 9. What is a key feature of the Rustoleum Enamel finish ad?**
- A. Emotional appeal**
  - B. Technical jargon**
  - C. Simplicity of design**
  - D. Focus on aesthetic quality**
- 10. What aspect of a candidate is emphasized in a personal statement for a Soccer Director position?**
- A. International coaching experience**
  - B. Achievements in sports**
  - C. Ability to organize tournaments**
  - D. Experience in youth leadership**

## **Answers**

1. B
2. A
3. B
4. B
5. A
6. B
7. A
8. B
9. B
10. B

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## **Explanations**

**1. What persuasive tactic is demonstrated by the jury member's comment regarding the defense lawyer?**

**A. Visual Appeal**

**B. Personal Connection**

**C. Authority Figure**

**D. Sarcasm**

The correct answer highlights the use of personal connection as a persuasive tactic exemplified by the jury member's comment regarding the defense lawyer. This tactic entails forming an emotional bond or a sense of familiarity with either the speaker or the subject being discussed. In this context, the jury member's remarks likely reflect a sense of empathy or relatability concerning the defense lawyer, which can enhance the persuasiveness of their arguments. Establishing a personal connection often involves referencing shared experiences, emotions, or values, which can resonate with the audience on a more profound level. This connection can lead jurors to view the defense lawyer more favorably and, consequently, be more receptive to the arguments presented, influencing their perceptions and decisions during deliberations.

**2. What persuasive tactic is evident in the statement "You know I'm gellin'" during the party ad?**

**A. Group Identity**

**B. Sequential Repetition**

**C. Emotional Connection**

**D. Logical Reasoning**

The statement "You know I'm gellin'" effectively employs the persuasive tactic of group identity. This phrase suggests a sense of belonging and shared experience among individuals who understand and appreciate the reference. It creates an association between the speaker and an implied audience, fostering a feeling of camaraderie and collective identity. By using a catchy, memorable phrase, the ad aims to resonate with viewers who identify with particular cultural elements or trends, thereby encouraging them to align themselves with the product being advertised. The other methods, while powerful in different contexts, do not apply here in the same way. For instance, sequential repetition focuses on the reiteration of key phrases to reinforce a message, which is not the primary function of the statement in question. Emotional connection relies on appealing to the viewer's feelings, and logical reasoning would involve presenting claims supported by facts or evidence. In this example, the phrase centers more on creating a shared identity rather than evoking emotion or presenting logical arguments.

**3. What type of advertising technique does “I’m not a doctor, but I play one on TV” exemplify?**

- A. Emotional appeal**
- B. Degrees and titles**
- C. Testimonials**
- D. Sophistical formula**

The phrase “I’m not a doctor, but I play one on TV” exemplifies the advertising technique known as degrees and titles. This technique relies on the authority associated with professional titles or roles, suggesting expertise in a specific area. In this example, the speaker refers to portraying a doctor in a fictional context, which implies a level of familiarity or credibility regarding medical issues, despite lacking actual qualifications. Using degrees and titles effectively persuades the audience by creating an impression of knowledge and reliability, even if the individual does not hold legitimate credentials in that field. This technique is common in advertisements where individuals leverage their portrayed status or roles to build trust with the audience, enhancing the persuasive power of the message being conveyed.

**4. What advertising strategy emphasizes reliability and trust in a product?**

- A. Emotional appeal**
- B. Sophistical formula**
- C. Expert endorsement**
- D. Testimonials from users**

The strategy that emphasizes reliability and trust in a product is most effectively represented by expert endorsement. This approach relies on the credibility of a knowledgeable figure, such as a professional or an authoritative expert in a relevant field, to vouch for the product's quality and effectiveness. The presence of an expert can enhance consumer confidence because it suggests that the product has been evaluated and approved by someone with significant experience or education. This method is particularly powerful in technical and health-related markets, where consumers are more likely to seek validation from recognized authorities rather than judging based solely on emotional triggers or personal anecdotes.

**5. What does the dialog between the two travelers illustrate about the rent-a-car service compared to Zertz?**

**A. Repetition**

**B. Technical Jargon**

**C. Slogans**

**D. Statistics**

The dialog between the two travelers illustrates repetition as a rhetorical strategy to emphasize their viewpoints or experiences regarding the rent-a-car service and Zertz. In this context, repetition can serve to reinforce key points, making the comparison clearer and more impactful for the audience. When travelers continuously mention specific aspects or features of the rent-a-car service in relation to Zertz, it highlights their perceptions and preferences, drawing attention to the differences and similarities in a memorable way. Repetition enhances the persuasive nature of the conversation by creating a rhythm and reinforcing the main ideas that the speakers want to convey. This approach helps the listeners to grasp the argument more easily and gives a feeling of familiarity with the concepts being discussed. In contrast, the other choices—technical jargon, slogans, and statistics—while important in different contexts of advertising or persuasive dialogue, do not play the same crucial role in this specific instance as repetition does in illustrating their experiences.

**6. What is the marketing technique shown in "Buy a Ford Reward" that promotes customer satisfaction?**

**A. Repetition**

**B. Incentive Offer**

**C. Appeal to tradition**

**D. Fear mongering**

The concept of an incentive offer is a powerful marketing technique designed to enhance customer satisfaction by providing tangible rewards for specific actions, such as purchasing a product or engaging with a brand. In the case of "Buy a Ford Reward," the promotional strategy encourages customers to purchase vehicles by offering rewards, which can range from cash bonuses to discounts on future purchases. This approach taps into the psychological principle of reciprocity, where customers feel more inclined to make a purchase when they perceive they are receiving something of value in return. By aligning customer satisfaction with an incentive, Ford effectively strengthens customer loyalty and encourages repeat business. This technique not only attracts new customers but also fosters a positive relationship with existing ones, enhancing their overall experience and satisfaction with the brand. In contrast, the other techniques listed do not directly foster customer satisfaction in the same way. Repetition focuses on brand recognition; appeal to tradition relies on leveraging historical associations; and fear-mongering seeks to create anxiety rather than satisfaction. Thus, the incentive offer stands out as the clear choice in promoting customer satisfaction through a direct and rewarding approach.

**7. What strategy is employed by saying one company had the first 18-month warranty?**

- A. Exclusivity**
- B. Scarcity**
- C. Surprise factor**
- D. Repetition**

The strategy of claiming that one company had the first 18-month warranty exemplifies exclusivity. This approach highlights a unique aspect of the company's offering that sets it apart from competitors. By promoting that this company was the first to provide such an extensive warranty, it not only emphasizes the distinctiveness of their product but also instills a sense of prestige associated with being a pioneer in the market. Exclusivity conveys the idea that their product is superior or more trustworthy based simply on the fact that it offers a warranty not previously available. This can create a perception among consumers that they are choosing a brand that is ahead of the curve and innovative, which can significantly enhance the brand's appeal and increase consumer confidence in their products.

**8. What statistic is highlighted in the Reebok Workout advertisement regarding the human body?**

- A. There are 206 bones.**
- B. There are 620 muscles.**
- C. There are 100 billion neurons.**
- D. There are 32 teeth.**

The statistic highlighted in the Reebok Workout advertisement regarding the human body focuses on the impressive number of muscles that contribute to physical movement and strength. The human body is equipped with approximately 620 muscles, which play a vital role in enabling a wide range of movements, from everyday activities to intense workouts. This emphasis on the number of muscles connects well with the intention of the advertisement, as it promotes fitness and exercise, suggesting that understanding the capabilities of our muscles can enhance workout effectiveness and performance. In the context of other potential statistics, emphasizing the muscles aligns perfectly with the brand's focus on physical activity and overall fitness. While the other statements about bones, neurons, and teeth provide interesting information about the human body, they are less relevant to the themes of workout and physical exertion central to the advertisement's message. Thus, by highlighting the muscles, the advertisement effectively communicates the importance of strength training and physical fitness.



**9. What is a key feature of the Rustoleum Enamel finish ad?**

- A. Emotional appeal**
- B. Technical jargon**
- C. Simplicity of design**
- D. Focus on aesthetic quality**

A key feature of the Rustoleum Enamel finish ad is the use of technical jargon. This approach is effective because it conveys a sense of expertise and authority in the product, targeting an audience that appreciates detailed information about the quality and performance of the enamel. The use of specific terms related to the product can help build credibility and reinforce the idea that the product is designed for serious DIYers and professionals who are looking for durable and high-performance paint solutions. In the context of advertising, technical jargon can also communicate unique selling points that resonate with knowledgeable consumers, highlighting features such as durability, resistance to wear, and ease of application. This focus on technical details can differentiate the product from competitors, favorably influencing consumer perceptions and purchasing decisions. While other aspects like emotional appeals, design simplicity, and aesthetic qualities might be important in advertising, the emphasis on technical language sets this ad apart by appealing directly to the informed and discerning consumer base that values performance details.

**10. What aspect of a candidate is emphasized in a personal statement for a Soccer Director position?**

- A. International coaching experience**
- B. Achievements in sports**
- C. Ability to organize tournaments**
- D. Experience in youth leadership**

In a personal statement for a Soccer Director position, emphasizing achievements in sports highlights the candidate's proven track record in the athletic realm. This demonstrates their capability not only as a player but also as a leader who understands the dynamics of competition, teamwork, and strategic planning necessary for successful coaching and program development. Achievements can serve as tangible evidence of a candidate's skill level, dedication, and ability to inspire and elevate others within the sport. While valid aspects like international coaching experience, the ability to organize tournaments, and experience in youth leadership are important, they may not portray the depth of passion, accomplishment, and influence that achievements in sports convey. A strong emphasis on sporting achievements showcases how a candidate has excelled and can effectively contribute to the development of players and the overall success of the soccer program they oversee.

# Next Steps

**Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.**

**As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.**

**If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).**

**Or visit your dedicated course page for more study tools and resources:**

**<https://academicgamespropagandasecc.examzify.com>**

**We wish you the very best on your exam journey. You've got this!**