

# **Flattery** <sup>[1]</sup>

## **Type of Speech:**

noun <sup>[2]</sup>

## **Definition:**

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

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**Source URL:** <https://www.ncpedia.org/glossary/flattery>

## **Links**

[1] <https://www.ncpedia.org/glossary/flattery> [2] <https://www.ncpedia.org/category/parts-speech/noun>