

IDENTIFYING WEASELS – AN EXERCISE

Highlight the weasel word(s) in each sentence and indicate which of the four types it is (they are).

Note that some sentences may fit more than one type. For example:

“Small, easy-to-digest, comfort proteins, with Gerber’s unique blend of DHA, prebiotics and probiotics”

There is so much language here that is imprecise but positive sounding, incomplete but superior sounding, and unsupported but scientific sounding, that a (successful) lawsuit was filed against this company to force them to change their product description. In any case, this sentence uses 3 of the 4 weasel word types!

EXERCISE

1. **“Vitaminwater promotes healthy joints and reduces the risk of eye disease.”**

Explanation:

2. **"Certs contains a sparkling drop of Retsyn."**

Explanation:

3. **“Pom Wonderful’s fruit juice helps reduce the risk of medical issues such as heart disease, prostate cancer, and erectile dysfunction.”**

Explanation:

4. **"Its deep rich lather will make your hair feel good again."**

Explanation:

5. "Winston tastes good like a cigarette should."

Explanation:

6. "Touch of Sweden: could your hands use a small miracle?"

Explanation:

7. "Special K cereal — 33% more nutrition."

Explanation:

8. "Fleischman's margarine makes sensible eating delicious."

Explanation:

9. "The lady has taste."

Explanation:

10. "Lancôme Génifique cosmetics prevent skin aging by boosting genetic activity."

Explanation:

11. "Take a bite and you'll think you're eating on the Champs Elysées."

Explanation:

12. "That's what you get most from Hills."

Explanation:

13. "New Balance toning shoes will help wearers burn calories."

Explanation:

14. "You can be sure if it's Westinghouse."

Explanation:

15. "Either way, liquid or spray, there's nothing else like it."

Explanation:

16. "Scott makes it better for you."

Explanation:

17. "If it doesn't say Goodyear, it can't be polyglas."

Explanation:

18. "Eclipse Gum, now with magnolia bark extract, can kill the germs causing bad breath."

Explanation:

19. "Ford LTD -- 700% quieter."

Explanation:

20. "Listerine fights bad breath."

Explanation: