

Name \_\_\_\_\_

Date \_\_\_\_\_

## Subject-Verb Agreement

Directions: In the following sentences, circle the verb or pronoun in parentheses that agrees with its subject or antecedent.

Example: Most successful advertisements (appeals, **appeal**) to both our minds and our emotions.

1. Details (convinces, convince) our minds to buy what our hearts desire.
2. Everyone (tries, try) to rationalize his or her desires.
3. The details presented in the persuasive letter (provides, provide) the needed rationalization.
4. If a person (wants, want) to buy a new car, he or she must be convinced that the car is really necessary.
5. The characteristics of the car (gives, give) the reader proof that that particular car is needed.
6. Other kinds of persuasive information (includes, include) a physical description of the product, the reputation of the company, and the test and performance data.
7. Another source of persuasion (is, are) the testimonial of a satisfied customer.
8. The famous ads of the past for the Charles Atlas body-building program (demonstrates, demonstrate) still another strategy: showing the reward in action.
9. Many a young man bought the Charles Atlas body-building program hoping to see (himself, themselves) transformed into a powerful he-man like the one shown in the advertisement.
10. Today, of course, one must be sure that the claims (one makes, they make) are true.