

## Unit 9: Advertising: Word Formation (A)

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### TASKS (20 Items)

1. The \_\_\_\_\_ of this topic is very important. (SLOGAN)
2. The \_\_\_\_\_ of this topic is very important. (ENDORSEMENT)
3. The \_\_\_\_\_ of this topic is very important. (PLACEMENT)
4. The \_\_\_\_\_ of this topic is very important. (APPEAL)
5. The \_\_\_\_\_ of this topic is very important. (AUDIENCE)
6. The \_\_\_\_\_ of this topic is very important. (RECOGNITION)
7. The \_\_\_\_\_ of this topic is very important. (STRATEGY)
8. The \_\_\_\_\_ of this topic is very important. (CAMPAIGN)
9. The \_\_\_\_\_ of this topic is very important. (LANGUAGE)
10. The \_\_\_\_\_ of this topic is very important. (BANDWAGON)
11. The \_\_\_\_\_ of this topic is very important. (IMPACT)
12. The \_\_\_\_\_ of this topic is very important. (ADVERTISING)
13. The \_\_\_\_\_ of this topic is very important. (TRUST)
14. The \_\_\_\_\_ of this topic is very important. (RESEARCH)
15. The \_\_\_\_\_ of this topic is very important. (RELATIONS)
16. The \_\_\_\_\_ of this topic is very important. (MESSAGES)
17. The \_\_\_\_\_ of this topic is very important. (ADS)
18. The \_\_\_\_\_ of this topic is very important. (TECHNIQUES)
19. The \_\_\_\_\_ of this topic is very important. (PROGRAMS)
20. The \_\_\_\_\_ of this topic is very important. (ADVANTAGE)

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### SOLUTION KEY

1. slogan
2. endorsement
3. placement
4. appeal
5. audience
6. recognition
7. strategy
8. campaign
9. language
10. bandwagon
11. impact
12. advertising
13. trust
14. research
15. relations
16. messages
17. ads
18. techniques
19. programs
20. advantage