

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

---

### **TASKS (20 Items)**

1. The A catchy \_\_\_\_ of this topic is very important. (SLOGAN)
2. The Celebrity \_\_\_\_ of this topic is very important. (ENDORSEMENT)
3. The Product \_\_\_\_ of this topic is very important. (PLACEMENT)
4. The Emotional \_\_\_\_ of this topic is very important. (APPEAL)
5. The Target \_\_\_\_ of this topic is very important. (AUDIENCE)
6. The Brand \_\_\_\_ of this topic is very important. (RECOGNITION)
7. The Marketing \_\_\_\_ of this topic is very important. (STRATEGY)
8. The A viral \_\_\_\_ of this topic is very important. (CAMPAIGN)
9. The Persuasive \_\_\_\_ of this topic is very important. (LANGUAGE)
10. The The \_\_\_\_ effect. of this topic is very important. (BANDWAGON)
11. The Visual \_\_\_\_ of this topic is very important. (IMPACT)
12. The Digital \_\_\_\_ of this topic is very important. (ADVERTISING)
13. The Consumer \_\_\_\_ of this topic is very important. (TRUST)
14. The Market \_\_\_\_ of this topic is very important. (RESEARCH)
15. The Public \_\_\_\_ of this topic is very important. (RELATIONS)
16. The Hidden \_\_\_\_ of this topic is very important. (MESSAGES)
17. The Subliminal \_\_\_\_ of this topic is very important. (ADS)
18. The Manipulative \_\_\_\_ of this topic is very important. (TECHNIQUES)
19. The Loyalty \_\_\_\_ of this topic is very important. (PROGRAMS)
20. The Competitive \_\_\_\_ of this topic is very important. (ADVANTAGE)

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

---

### **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