

## Unit 9: Advertising: Word Formation (Set B)

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### TASKS (20 Items)

1. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (ADVANTAGE)
2. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (PROGRAMS)
3. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (TECHNIQUES)
4. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (ADS)
5. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (MESSAGES)
6. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (RELATIONS)
7. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (RESEARCH)
8. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (TRUST)
9. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (BILLBOARDS)
10. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (IMPACT)
11. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (BANDWAGON)
12. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (LANGUAGE)
13. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (CAMPAIGN)
14. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (STRATEGY)
15. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (RECOGNITION)
16. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (AUDIENCE)
17. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (APPEAL)
18. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (PLACEMENT)
19. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (ENDORSEMENT)
20. In today's lecture, we debated the \_\_\_\_\_ mentioned earlier. (SLOGAN)

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### SOLUTION KEY

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