

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

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

1. The concept of \_\_\_\_\_ (SLOG) is central here.
2. The concept of \_\_\_\_\_ (ENDORSE) is central here.
3. The concept of \_\_\_\_\_ (PLACE) is central here.
4. The concept of \_\_\_\_\_ (EMOTION) is central here.
5. The concept of \_\_\_\_\_ (AUDIO) is central here.
6. The concept of \_\_\_\_\_ (RECOGNIZE) is central here.
7. The concept of \_\_\_\_\_ (STRATEGY) is central here.
8. The concept of \_\_\_\_\_ (CAMPAIGN) is central here.
9. The concept of \_\_\_\_\_ (PERSUADE) is central here.
10. The concept of \_\_\_\_\_ (WAGON) is central here.
11. The concept of \_\_\_\_\_ (VISION) is central here.
12. The concept of \_\_\_\_\_ (ADVERT) is central here.
13. The concept of \_\_\_\_\_ (TRUST) is central here.
14. The concept of \_\_\_\_\_ (SEARCH) is central here.
15. The concept of \_\_\_\_\_ (RELATE) is central here.
16. The concept of \_\_\_\_\_ (HIDE) is central here.
17. The concept of \_\_\_\_\_ (AD) is central here.
18. The concept of \_\_\_\_\_ (TECHNIQUE) is central here.
19. The concept of \_\_\_\_\_ (LOYAL) is central here.
20. The concept of \_\_\_\_\_ (COMPETE) is central here.

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### SOLUTION KEY

1. slogan
2. endorse
3. placement
4. emotional
5. audio
6. recognize
7. strategy
8. campaign
9. persuade
10. wagon
11. vision
12. advert
13. trust
14. search
15. relate
16. hide
17. ad
18. technique
19. loyal
20. compete