

Unit 9: Advertising: Word Formation (Set A)

TASKS (20 Items)

1. The _____ of this specific theme is highly relevant. (SLOGAN)
2. The _____ of this specific theme is highly relevant. (ENDORSEMENT)
3. The _____ of this specific theme is highly relevant. (PLACEMENT)
4. The _____ of this specific theme is highly relevant. (APPEAL)
5. The _____ of this specific theme is highly relevant. (AUDIENCE)
6. The _____ of this specific theme is highly relevant. (RECOGNITION)
7. The _____ of this specific theme is highly relevant. (STRATEGY)
8. The _____ of this specific theme is highly relevant. (CAMPAIGN)
9. The _____ of this specific theme is highly relevant. (LANGUAGE)
10. The _____ of this specific theme is highly relevant. (BANDWAGON)
11. The _____ of this specific theme is highly relevant. (IMPACT)
12. The _____ of this specific theme is highly relevant. (BILLBOARDS)
13. The _____ of this specific theme is highly relevant. (TRUST)
14. The _____ of this specific theme is highly relevant. (RESEARCH)
15. The _____ of this specific theme is highly relevant. (RELATIONS)
16. The _____ of this specific theme is highly relevant. (MESSAGES)
17. The _____ of this specific theme is highly relevant. (ADS)
18. The _____ of this specific theme is highly relevant. (TECHNIQUES)
19. The _____ of this specific theme is highly relevant. (PROGRAMS)
20. The _____ of this specific theme is highly relevant. (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. billboards
13. trust
14. research
15. relations
16. messages
17. ads
18. techniques
19. programs
20. advantage