

Unit 9: Open Gap Fill (Set B)

TASKS (20 UNIQUE ITEMS)

1. In the context of this unit, e_____ is a core concept.
2. In the context of this unit, v_____ is a core concept.
3. In the context of this unit, s_____ is a core concept.
4. In the context of this unit, t_____ is a core concept.
5. In the context of this unit, r_____ is a core concept.
6. In the context of this unit, h_____ is a core concept.
7. In the context of this unit, p_____ is a core concept.
8. In the context of this unit, b_____ is a core concept.
9. In the context of this unit, a_____ is a core concept.
10. In the context of this unit, l_____ is a core concept.
11. In the context of this unit, r_____ is a core concept.
12. In the context of this unit, t_____ is a core concept.
13. In the context of this unit, p_____ is a core concept.
14. In the context of this unit, c_____ is a core concept.
15. In the context of this unit, a_____ is a core concept.
16. In the context of this unit, c_____ is a core concept.
17. In the context of this unit, s_____ is a core concept.
18. In the context of this unit, s_____ is a core concept.
19. In the context of this unit, r_____ is a core concept.
20. In the context of this unit, e_____ is a core concept.

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SOLUTION KEY

1. emotional
2. visual
3. strategy
4. techniques
5. relations
6. hidden
7. placement
8. bandwagon
9. advertising
10. loyalty
11. research
12. trust
13. persuasive
14. competitive
15. audience
16. campaign
17. subliminal
18. slogan
19. recognition
20. endorsement