

Tricky Mastery: UNIT-09

TASKS: Match the definitions with the terms below

1. Featuring a product in a movie or TV show.
2. Persuading people by telling them everyone else is doing it.
3. Using famous people to promote a brand.
4. An ad designed to evoke strong feelings.
5. A short and striking or memorable phrase used in advertising.

TERMS (Scrambled Order)

Note: The terms below are NOT in the same order as the definitions. Find the right match!

- product placement
- emotional appeal
- celebrity endorsement
- slogan
- bandwagon effect