

Unit 9: Advertising: Word Formation (A)

TASKS (20 Items)

1. The A catchy ____ of this topic is very important. (SLOGAN)
2. The Celebrity ____ of this topic is very important. (ENDORSEMENT)
3. The Product ____ of this topic is very important. (PLACEMENT)
4. The Emotional ____ of this topic is very important. (APPEAL)
5. The Target ____ of this topic is very important. (AUDIENCE)
6. The Brand ____ of this topic is very important. (RECOGNITION)
7. The Marketing ____ of this topic is very important. (STRATEGY)
8. The A viral ____ of this topic is very important. (CAMPAIGN)
9. The Persuasive ____ of this topic is very important. (LANGUAGE)
10. The The ____ effect of this topic is very important. (BANDWAGON)
11. The Visual ____ of this topic is very important. (IMPACT)
12. The Digital ____ of this topic is very important. (ADVERTISING)
13. The Consumer ____ of this topic is very important. (TRUST)
14. The Market ____ of this topic is very important. (RESEARCH)
15. The Public ____ of this topic is very important. (RELATIONS)
16. The Hidden ____ of this topic is very important. (MESSAGES)
17. The Subliminal ____ of this topic is very important. (ADS)
18. The Manipulative ____ of this topic is very important. (TECHNIQUES)
19. The Loyalty ____ of this topic is very important. (PROGRAMS)
20. The Competitive ____ of this topic is very important. (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. advertising
13. trust
14. research
15. relations
16. messages
17. ads
18. techniques
19. programs
20. advantage