

## Unit 9: Advertising: Word Formation (B)

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### TASKS (20 Items)

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

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### SOLUTION KEY

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