

Unit 9: Advertising: Word Formation (B)

TASKS (20 Items)

1. In class, we discussed the _____ of the situation. (ADVANTAGE)
2. In class, we discussed the _____ of the situation. (PROGRAMS)
3. In class, we discussed the _____ of the situation. (TECHNIQUES)
4. In class, we discussed the _____ of the situation. (ADS)
5. In class, we discussed the _____ of the situation. (MESSAGES)
6. In class, we discussed the _____ of the situation. (RELATIONS)
7. In class, we discussed the _____ of the situation. (RESEARCH)
8. In class, we discussed the _____ of the situation. (TRUST)
9. In class, we discussed the _____ of the situation. (ADVERTISING)
10. In class, we discussed the _____ of the situation. (IMPACT)
11. In class, we discussed the _____ of the situation. (BANDWAGON)
12. In class, we discussed the _____ of the situation. (LANGUAGE)
13. In class, we discussed the _____ of the situation. (CAMPAIGN)
14. In class, we discussed the _____ of the situation. (STRATEGY)
15. In class, we discussed the _____ of the situation. (RECOGNITION)
16. In class, we discussed the _____ of the situation. (AUDIENCE)
17. In class, we discussed the _____ of the situation. (APPEAL)
18. In class, we discussed the _____ of the situation. (PLACEMENT)
19. In class, we discussed the _____ of the situation. (ENDORSEMENT)
20. In class, we discussed the _____ of the situation. (SLOGAN)

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SOLUTION KEY

1. advantage
2. programs
3. techniques
4. ads
5. messages
6. relations
7. research
8. trust
9. advertising
10. impact
11. bandwagon
12. language
13. campaign
14. strategy
15. recognition
16. audience
17. appeal
18. placement
19. endorsement
20. slogan