

Unit 9: Advertising: Word Formation (B)

TASKS (20 Items)

1. In class, we discussed the Competitive ____ of the situation. (ADVANTAGE)
2. In class, we discussed the Loyalty ____ of the situation. (PROGRAMS)
3. In class, we discussed the Manipulative ____ of the situation. (TECHNIQUES)
4. In class, we discussed the Subliminal ____ of the situation. (ADS)
5. In class, we discussed the Hidden ____ of the situation. (MESSAGES)
6. In class, we discussed the Public ____ of the situation. (RELATIONS)
7. In class, we discussed the Market ____ of the situation. (RESEARCH)
8. In class, we discussed the Consumer ____ of the situation. (TRUST)
9. In class, we discussed the Digital ____ of the situation. (ADVERTISING)
10. In class, we discussed the Visual ____ of the situation. (IMPACT)
11. In class, we discussed the The ____ effect. of the situation. (BANDWAGON)
12. In class, we discussed the Persuasive ____ of the situation. (LANGUAGE)
13. In class, we discussed the A viral ____ of the situation. (CAMPAIGN)
14. In class, we discussed the Marketing ____ of the situation. (STRATEGY)
15. In class, we discussed the Brand ____ of the situation. (RECOGNITION)
16. In class, we discussed the Target ____ of the situation. (AUDIENCE)
17. In class, we discussed the Emotional ____ of the situation. (APPEAL)
18. In class, we discussed the Product ____ of the situation. (PLACEMENT)
19. In class, we discussed the Celebrity ____ of the situation. (ENDORSEMENT)
20. In class, we discussed the A catchy ____ 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