Α1

A design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of that plan or specification in the form of a prototype, product or process. The verb to design expresses the process of developing a design.

A 2.

- I. devople strategeis to reach different public.
- 2. mastering in the different media

A 3.

- 1. Snowball effect
- 2. Two step flow model

A 4

MESSAGE.

A 5

The communition act is that the sender send the massage to the reciver and when reciver reviced the massage the response back to the sender .

A 6

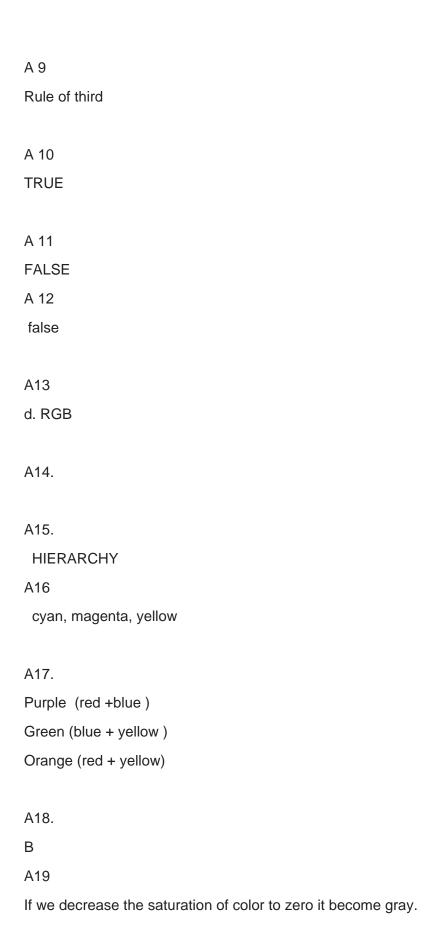
D. direct in person personal communication .

Α7

Because it helps to readership of a publication, advertisement, or other message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message.

8 A

C.subordinate



A 20.
Complimentary color schemes .
A 21.
We tint the color to decreacse the strength of color without having this color takinga gray aspect.
A 22.
TRUE
A 23.
4
12 AND 2

3,2 AND