

ADVERTISING VOCABULARY

Match each underlined word with a definition or synonym listed below. Write the correct letter next to the sentence:

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| a) control | f) opinions about ourselves |
| b) things that have power to make someone interested | g) make someone decide to do something |
| c) ways to make us laugh | h) do one thing very well |
| d) feelings | i) high standard & expertise |
| e) match | j) special ways of doing things |

1. Advertisers use our emotions to encourage us to buy products. For example, they try to make us feel happy or sad. ()
2. Advertisers try to manipulate our feelings so that we will buy their products ()
3. Advertisers control our feelings by using emotional appeals that attract our attention. ()
4. We all like to hear funny stories, so advertisers often use humor in their ads. ()
5. It wouldn't be good to make a funny ad about a serious product. The ad wouldn't fit the product. ()
6. Some advertising companies specialize. For example, some companies create only for radio, while others create ads for TV. ()
7. I want to buy a new car, but he says we don't need one. I'll show him this ad. That will persuade him. ()
8. Hilton hotels are luxury hotels. Their advertisements usually focus on furnishings, exercise facilities, restaurants & service. ()