

Name.....class.....

**5 Listening**

**Listen to the lecture about advertising techniques.**

**Then identify the kind of technique each product uses.**

Endorsement

Emotional Appeal

Emotional Appeal

Bandwagon Technique

Anti-Bandwagon Technique



		Advertising Technique
1.	Sparkle Bright toothpaste	
2.	Dew Top cola	
3.	Indigo jeans	
4.	Caremark cards	
5.	Safe Home alarm systems	