

**1. Read the article on page 103 and tick the advertising techniques which are mentioned. Then number them in the order they are mentioned.**

The order they are mentioned

- 1) Music is used to help us remember products.
- 2) A slogan is repeated and repeated during an advertisement.
- 3) Advertisers try to link their products to the success of others.
- 4) Advertisers appeal to our finances by making special offers of giving away free gifts.
- 5) Unimportant difficulties are given importance and then solved.
- 6) We are told that by using certain products we will appear richer and more successful than others.

**2. Complete the sentences with the highlighted words from the article in the correct form.**

- 1) 'Impossible is nothing' was first said by the boxer Muhammad Ali and then used as an advertising \_\_\_\_\_ by a sports company.
- 2) Today, \_\_\_\_\_ want more information about what is in the products that they are buying.
- 3) I hate the \_\_\_\_\_ from that advert, but I can't help whistling or humming it all the time!
- 4) That actor gives more \_\_\_\_\_ for products in adverts than he makes films!
- 5) I've stopped watching films on TV because of all the \_\_\_\_\_ that interrupt them.
- 6) The supermarket's own \_\_\_\_\_ are cheaper than the well-known ones.
- 7) They invited the press to the \_\_\_\_\_ of the company's new range of computers.
- 8) They have put the sponsor's name and \_\_\_\_\_ across the players' shirts.