

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.