Vocabulary U12 Persuasion

Instructions: Rewrite each sentence using the word(s) in **bold**.

- Keep the original meaning.
- Use a **formal or semi-formal register**.
- Make any necessary grammatical changes.

1. The advertising campaign deliberately connected professional success with ownership of the product. (**reinforce an association between**)}

   _____

2. Many consumers accepted the company's ethical claims without questioning their validity. (**buy into / be taken in by**)

   _____

3. Despite extensive promotion, the product failed to meet public expectations. (**live up to**)

   _____

4. Experienced marketers are able to notice subtle shifts in consumer attitudes and preferences. (**pick up on**)

   _____

5. The brand communicated its sustainability message clearly, but inconsistently. (**put across**)

   _____

6. The company adjusted its services to match the specific expectations of younger customers. (**tailor something towards a need**)

   _____

7. The campaign exploited fear and insecurity rather than presenting factual information. (**play on emotions**)

   _____

8. The organization relied on existing social trends to increase interest in its new product. (**tap into**)

   _____

LIVEWORKSHEETS

Instructions: Choose the **best option** in each case.

1. An advertisement that uses childhood memories and family imagery is primarily designed to
   a) put across a clear message
   b) play on emotions

2. A company refusing to sell below a certain price point is choosing to
   a) appeal to a premium market
   b) hold out for better terms

3. A brand that links its products to environmental values without changing its practices is attempting to
   a) tap into public concern
   b) live up to ethical standards

4. When customers accept marketing claims without critical evaluation, they are likely to
   a) pick up on persuasive strategies
   b) be taken in by advertising

5. Encouraging consumers to want a product they had not previously considered necessary aims to
   a) promote consumption of
   b) generate a demand for

6. A campaign that adapts its message to different cultural audiences is designed to
   a) tailor content towards specific needs
   b) reinforce an association between unrelated ideas

LIVEWORKSHEETS