



UNIT 5: FURTHER PRACTICE

5.3.1. Find the words in the text that mean the following:

1. companies that design advertising for clients _____
2. the advertising of a particular product or service during a particular period of time _____
3. the statement of objectives that a client works out with an advertising agency _____
4. a defined set of customers whose needs a company plans to satisfy _____
5. the amount of money a company plans to spend in developing its advertising and buying media time or space _____

5.3.2. Fill in the blanks with the words in the box

adverts advertise message aim slogan

One simple way to (1) _____ is repetition. The name of the product or a (2) _____ is repeated so we end up remembering it. The (3) _____ is to get the (4) _____ into our brains – many radio (5) _____ use this technique.

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5.3.2. Fill in the blanks with the words in the box

Ms. Thuy Lan Bui, MA