



THE COMMERCIAL JINGLE

One example of the contents of a basic jingle is a (1) .

The first modern jingle in 1926 advertised a (2) .

The rules on radio advertising in the 1930s forbade the use of (3) of goods during peak listening periods.

The programme about a family began with a jingle for a (4) , which was the first of its kind in the USA.

In the 1950s, jingles were often created by (5) .

When the jingle became less popular, advertisers started to use (6) .

From the late 1980s, commercials have had to reflect a complete (7) .

Payments from advertisers have covered earnings lost due to (8) of music.

According to some psychologists, music that has a (9) to the listener is easier to remember.

An 'ear worm' is up to (10) long.

