



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.

