Name.....class.....

5 Listening

Listen to the lecture about advertising techniques.
Then identify the kind of technique each product uses.

Endorsement | Emotional Appeal | Emotional Appeal

Bandwagon Technique | Anti-Bandwagon Technique

		Advertising Technique
1.	Sparkle Bright toothpaste	
2.	Dew Top cola	
3.	Indigo jeans	
4.	Caremark cards	
5.	Safe Home alarm systems	