

Task 2a: Workbook Activity

1 Match the words with the correct definition.

Word	Definition
1 slogan _____	a being unlike anything else
2 brand _____	b a general idea that a product presents to the public
3 image _____	c supporting something publicly
4 claim _____	d a short and memorable phrase used in advertisements
5 emotions _____	e with the same sounds
6 rhyme _____	f strong feelings
7 endorsement _____	g to state something without providing evidence
8 unique _____	h a product known by a particular name