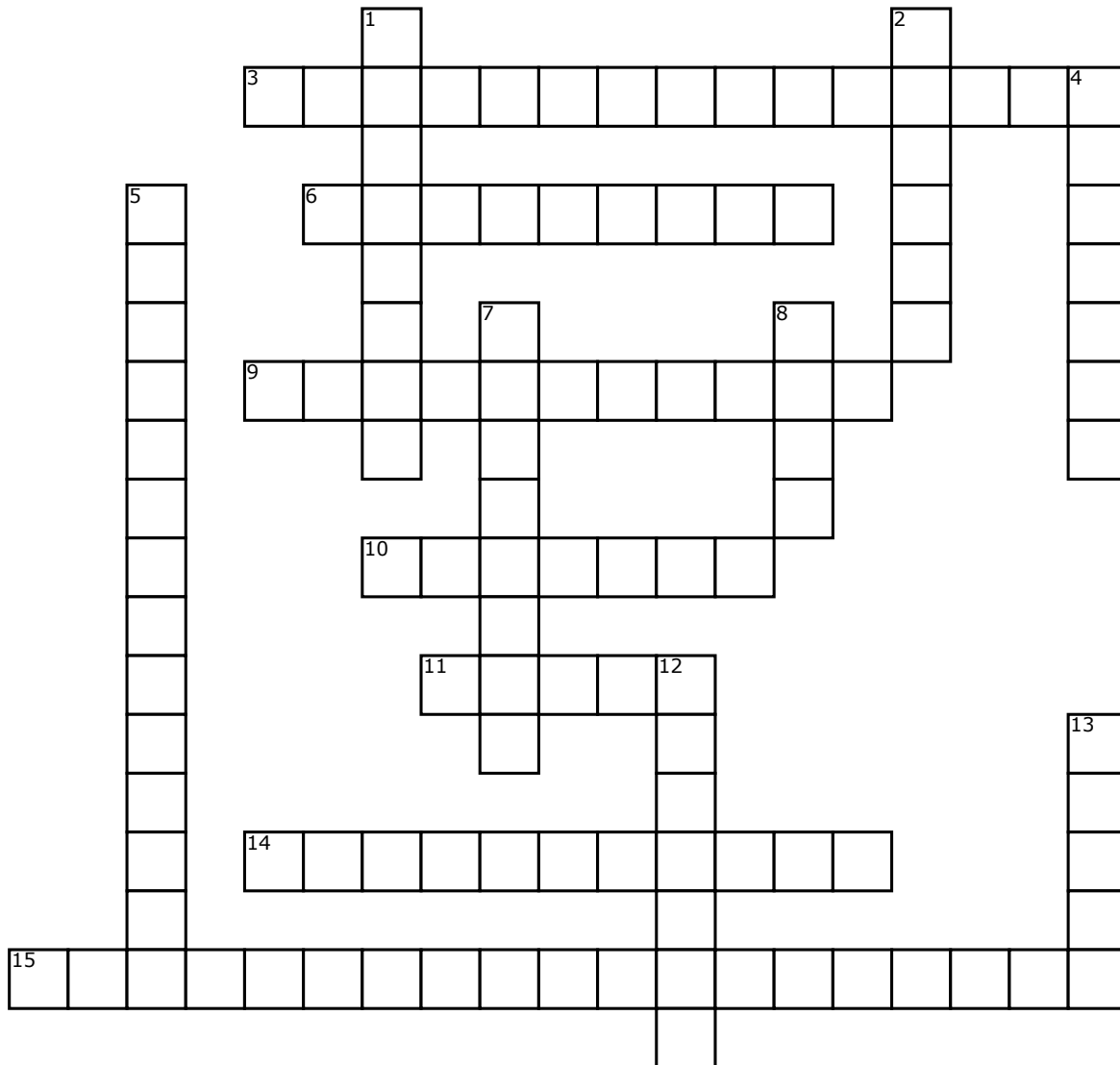


Name: _____

Date: _____

Advertising Techniques



Across

3. A strong language that creates a strong feeling

6. provides commentary

9. A vertical movement of the camera

10. A short catchy phrase

11. The _____ to go with an add

14. Is a horizontal swiveling movement

15. Questions that don't have an answer

Down

1. Camera looks down onto the scene/subject

2. that causes amusement and laughter

4. The way camera angles and shots are put together

5. Ages your aiming at. e.g = 6-10

7. Words/conversation spoken between two or more characters

8. A symbol to represent a company

12. A shot that would only show the persons face

13. True statements