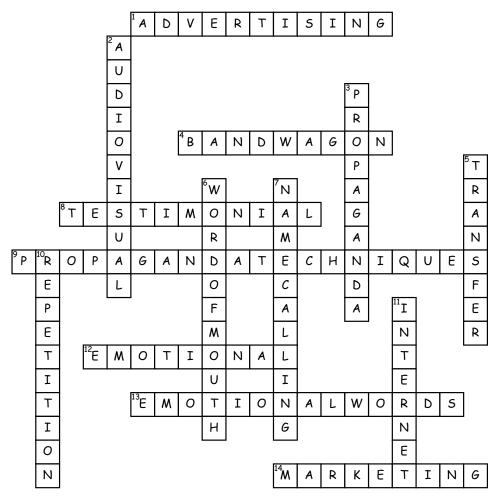
Name:	Date:	Period:
-------	-------	---------

## Advertising Vocabulary

## **Across**

- 1. The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.
- 4. Advertising appeal that convinces the public to use a product because everyone else is doing it
- 8. Using the words of a famous person to persuade.
- 9. The methods and approaches used to spread ideas that further a cause a political, commercial, religious, or civil cause.
- 12. Advertising appeal that uses words like comfort, security, and satisfaction to appeal to a consumer's feelings and move them to buy a product.



- 13. Words that will make you feel strongly about someone or something.
- 14. The act of buying or selling in a market.

## Down

- 2. Advertising appeal that includes the television and the radio.
- 3. A general appeal to emotion, not intellect
- 5. Using the names or pictures of famous people but not using direct quotes.
- 6. Advertising appeal that gives the company an immediate rapport with the consumer because the information is coming from a source that they trust or relate to easily
- 7. This techniques consists of attaching a negative label to a person or a thing.
- 10. When the product name is repeated at least four times.
- 11. It is a more recent form of advertising appeals because it uses websites to promote the benefits of a product

