

Name: \_\_\_\_\_ Date: \_\_\_\_\_ Period: \_\_\_\_\_

# Advertising vocabulary

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|--|------------------------|
| 1. Attention, Interest, Desire, Action   | A. AIDA                |
| 2. Newspaper printed in a large format.  | B. key words           |
| 3. Part of a printed advertisement to be used to order goods or samples.                   | C. jingle              |
| 4. Advantage of a product or service   | D. plug                |
| 5. Item of publicity to promote a product or service in newspapers, magazines, on TV, etc. | E. prime time          |
| 6. Informative words chosen to indicate the content of a document.                         | F. classified ads      |
| 7. Excessive or intensive publicity; exaggerated claims made in advertising.               | G. broadsheet          |
| 8. Something that particularly attracts the reader or viewer's attention.                  | H. hype                |
| 9. Special characteristics of a product.   | I. coupon              |
| 10. Small advertisement in newspapers or magazines divided into categories.                | J. classified ads      |
| 11. Advertising for a whole sector, such as tourism, rather than a specific product.       | K. target              |
| 12. Small advertisement in newspapers or magazines divided into categories.                | L. soundbite           |
| 13. Organized course or plan of action.  | M. promote             |
| 14. Catchy tune, with a short simple rhyme, used to promote a product.                     | N. slogan              |
| 15. Favorable publicity in a media for a commercial product (e.g. a book).                 | O. advertisement       |
| 16. Objective; what is aimed at.   | P. generic advertising |
| 17. Short extract from a recorded interview or speech.                                     | Q. campaign            |
| 18. Phrase used to advertise a product, or to identify a company or organization           | R. benefit             |
| 19. Use advertising and publicity to try to increase sales of a product.                   | S. features            |
| 20. Hours on radio and TV with the largest audience, usually in the evening.               | T. eye-catcher         |