

TOOL 5 – VOCABULARY (Students use)

Match the words in the first column with their explanation in the second column. Use the grid at the bottom of the page to fill in your answers.

1.	Product	A	when an individual (usually a celebrity) gives approval for a particular product
2.	Advertisement	B	a catchy piece of music that is associated with a particular brand name or product
3.	Brand	C	where an ' <i>actual consumer</i> ' tells you about the good points of a particular product
4.	Testimonial	D	a short catchy sentence associated with a specific product
5.	Media	E	an item or service that is for sale
6.	Consumer	F	e.g. an actor in a movie eating a particular type of food that is clearly labelled - also called product placement
7.	Covert advertising	G	a name, symbol, image that separates one product from another
8.	Jingle	H	a person who buys a product or service
9.	Logo	I	is the group of people that the advertisers want to sell to
10.	Slogan	J	is manufacturers telling you about their product in the media in the hope that you will buy it
11.	Endorsement	K	an emblem, sign or symbol associated with a specific product to make it easily recognised
12.	Target audience	L	is a means of mass communication which includes television, radio, newspapers etc.

1.		2.		3.		4.		5.		6.	
7.		8.		9.		10.		11.		12.	