The Power of Advertising (pp. 90-91)

Understanding vocabulary from the text

**Find the words or phrases whose definitions or synonyms are given below in the order they appear in the text.**

1. without any advertising ..................................................................

2. unwilling ..................................................................

3. say in an advertisement that you use and like a particular product so that other

people will want to buy it ..................................................................

4. invent, think up ..................................................................

5. in spite of all their various forms ..................................................................

6. feeling of contentment ..................................................................

7. link ..................................................................

8. general health and happiness ..................................................................

9. the facts, signs or objects that make you believe

that something is true ..................................................................

10. that has a definite limit or fixed size ..................................................................

11. has grown five times as big ..................................................................

12. goals, things that people try to reach ..................................................................

13. needed ..................................................................

14. attractive but sometimes mysterious

or trying to trick you ..................................................................

15. is confronted with ..................................................................

16. word used to introduce the result

of an action or situation just mentioned ..................................................................

17. menaces ..................................................................

18. in order for us to succeed in ..................................................................

19. discarding, throwing away ..................................................................

20. prevents from breathing ..................................................................