The Power of Advertising (pp. 90-91)

Advertising and newspapers

**A. Match the words and expressions (1-20) with their synonyms or definitions.**

1. advertisement a. promotional material sent by post to prospective customers

2. advertising agency b. outside advertising found alongside roads

3. billboard c. group of people observing an event

4. commercial (n.) d. an organized programme of advertisements

5. double-page spread e. percentage of listeners listening to a programme at a given time

6. prime time f. something that is shown to the public in order to help sell a product

7. opinion poll g. survey of public opinion

8. audience h. arrangement of elements on a page

9. circulation i. radio or television advertisement

10. promotional campaign j. organisation that creates advertising material

11. ratings k. a group of broadcasting stations

12. sponsor (n.) l. advertisement on two facing pages

13. boost sales m. number of copies sold each day/week

14. layout (n.) n. change channels rapidly

15. target group o. evening television (when most viewers are watching)

16. advertise p. person who works in advertising

17. direct mail q. increase what is sold

18. adman r. publicize for the purpose of selling

19. TV network s. group of people at which something (e.g. a campaign) is directed

20. zap (v.) t. person who helps promote

**B. Complete the sentences with the following words.**

 *op-ed • agony column • misprint • classified ads • headline*

1. ...................................... news brings you the latest press releases from around the world and are

usually found at the top of a newspaper or magazine articles.

2. If you are looking for a second hand car, a good idea is to read the ......................................

3. A ...................................... is in most cases of little consequence but in Canada it led to a man believing

that he had won 43 million dollars in the national lottery.

4. An ...................................... is commonly thought to stand for “opinion-editorial” whereas it is in fact an article placed opposite the editorial page which expresses an opinion and which is written by someone who does not belong to the editorial staff.

5. An ...................................... usually gives advice on personal problems but also may also advise on

investment and real estate.