

## WAYS OF ADVERTISING

Watch the video on

<http://www.youtube.com/watch?v=gGZ3c90bkrw>

Define in your own words

1. False advertising
2. Celebrity endorsement
3. Popularization
4. Free product
5. Limited edition
6. personal targets

Study how some other examples of advertising are used in sentences

word	example
television commercial	The BBC is perhaps unique for not carrying any commercials
radio spot	Radio stations make most of their revenue by selling airtime in the form of radio spots.
billboard	Most major highways now have billboards by the roadside advertising everything from soap to gas
flyer	It can be very effective to hand out flyers
small ads/personal ads	Not all advertising is commercial, many newspapers carry small ads for personal services
trailer	The trailer, as often as not, is actually better than the film itself
product placement	We are not always aware that we are being "sold" a product; for instance, when products are placed in films
promotion	The two for the price of one promotion can often be very misleading
endorsement	Many sports stars earn the majority of their income from endorsing various products
sponsorship	It is unarguable that tobacco firms should not be allowed to sponsor sports events

**Provide your own examples of the above ways off advertising**

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