

Understanding Advertising

Exercises

Fill in the blanks:

1. Advertisements of job vacancies is done in _____.
2. Online advertising is done on the _____.
3. Advertiser highlight the _____ of a product to sell it.
4. Persons who endorse certain products are called _____.
5. The person who pays to advertise his product or service is called _____.
6. The two types of non-commercial advertising are _____ and _____.

Solutions

Fill in the blanks:

1. Newspaper
2. social networking sites
3. uniqueness
4. brand ambassadors
5. manufactures
6. social and political advertising