



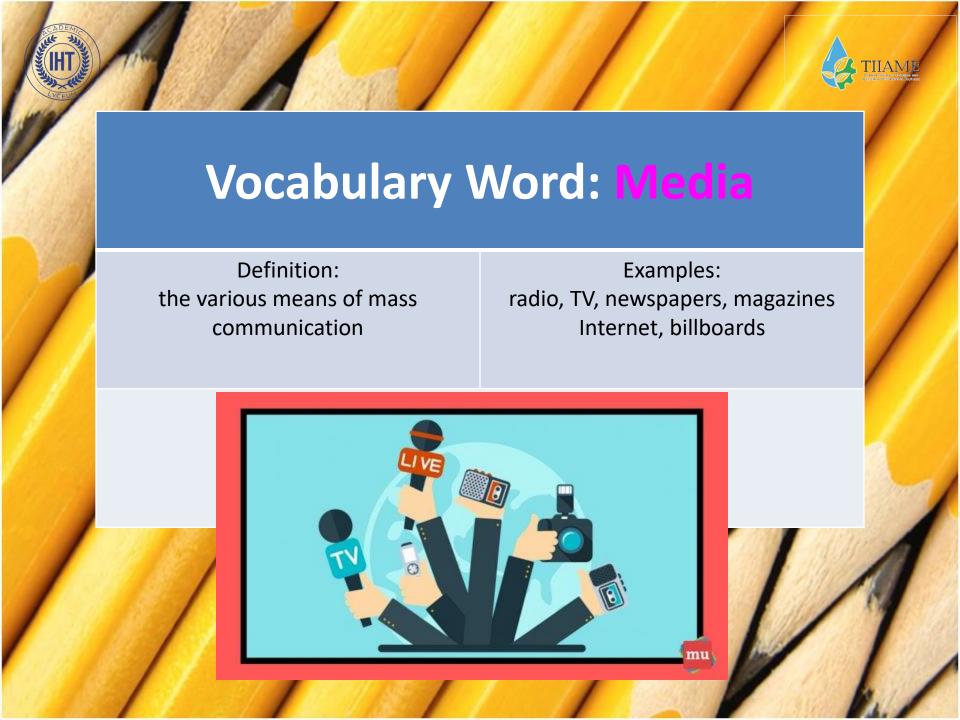
1st semester

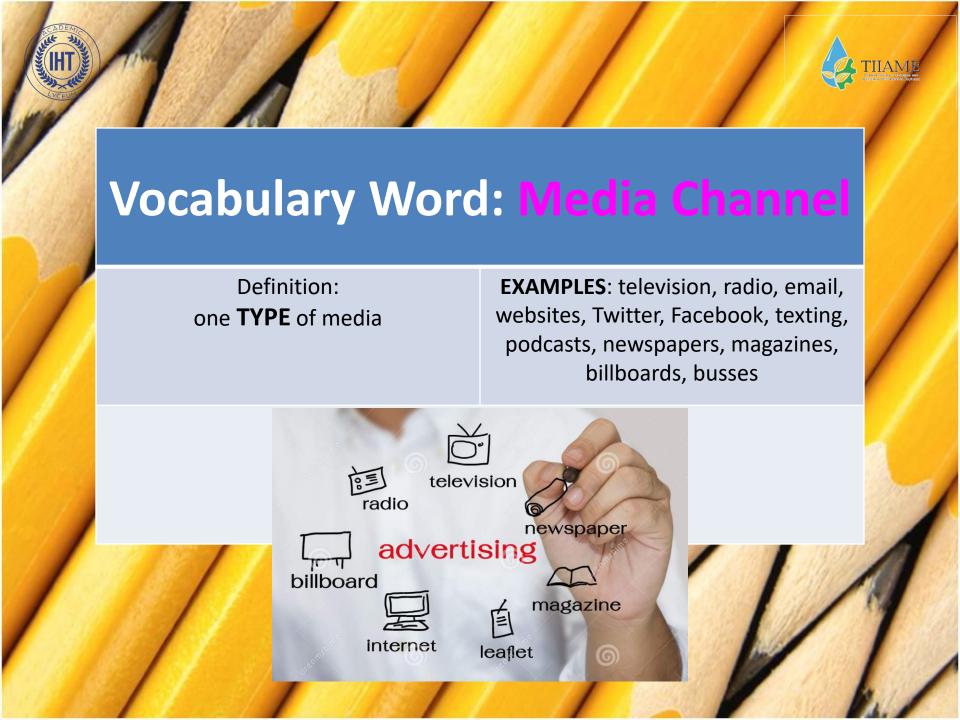




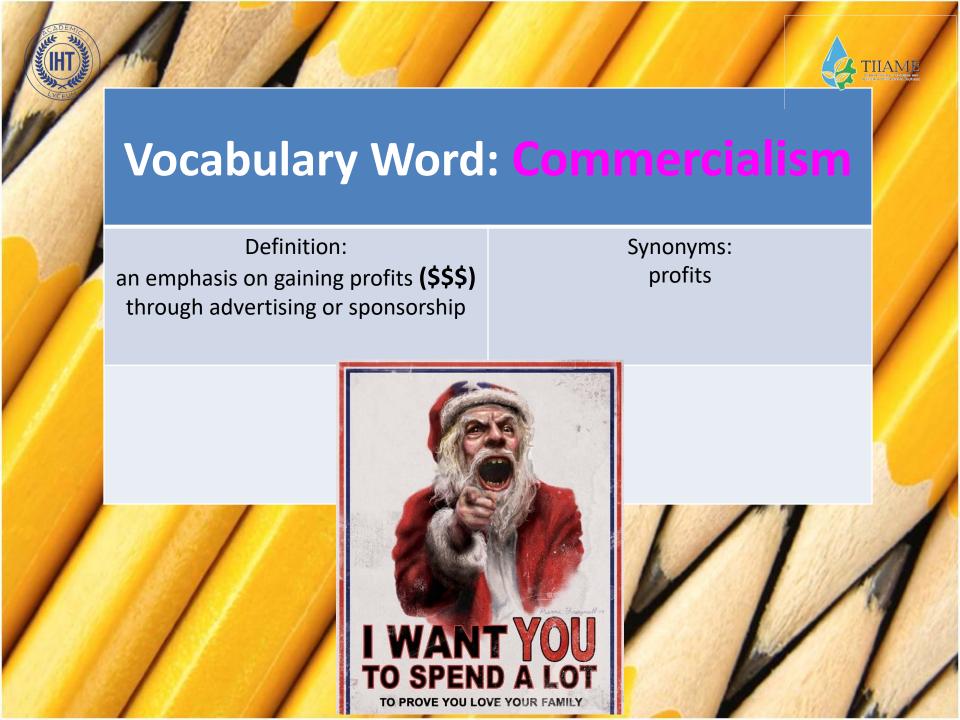
Topic 33: Communication and the media.

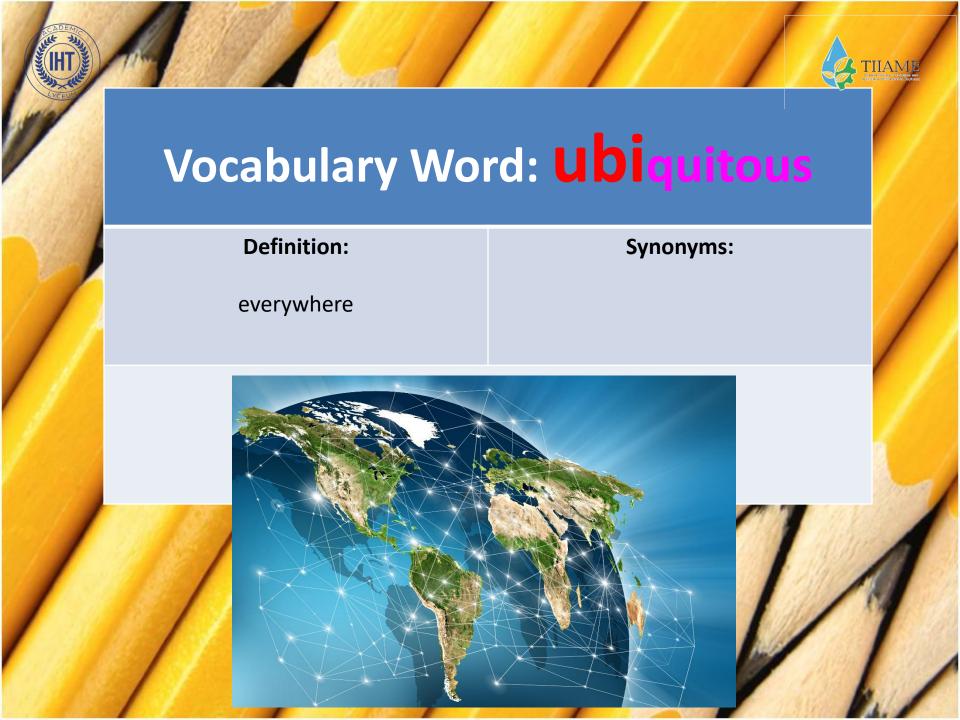














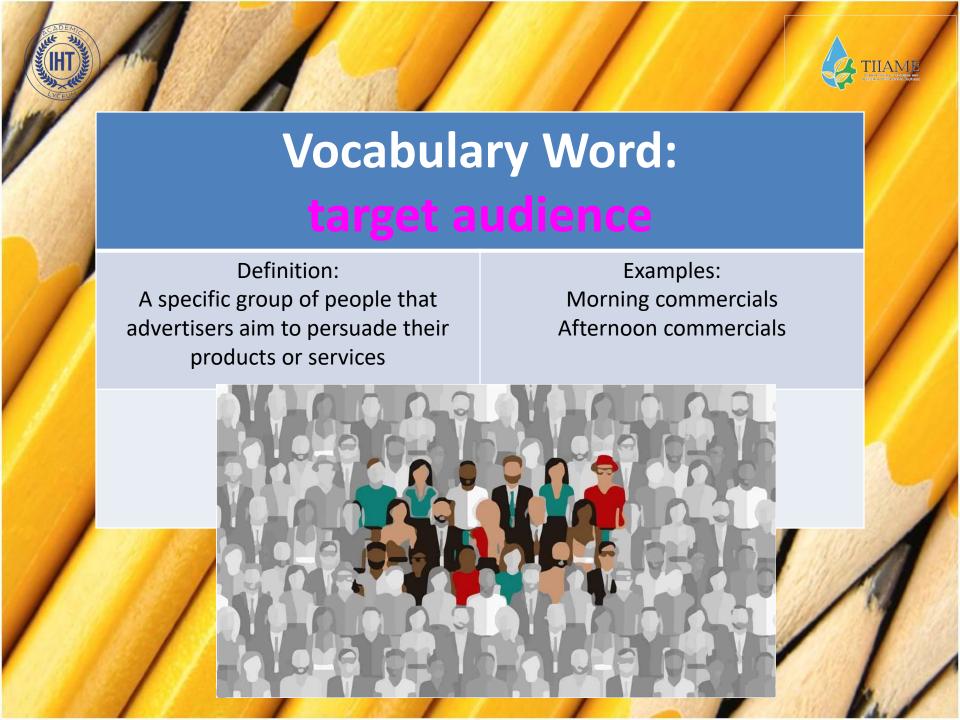


Vocabulary Word: Commercial Mass Media

Definition:
advertisements designed to reach a
large audience through audio, visual,
or any combination

Examples:
Super Bowl commercials
Internet (web pages)
Movie previews











Vocabulary Word: Advertising Techniques

Definition:

methods used to attract consumer attention & persuade them to buy a product



