

Name: _____

Date: _____

Adspeak Metalanguage

Z H K A R H E T O R I C A L Q U E S T I O N S H
C O Z E K E L G N I J D T B F W I W F G X I L V
O A P E Z V E C T O R S N D S E A M O E D M Q O
L J O G Y K D Y H O S O X B R A C C N C F T C R
O F D E C L A R A T I V E F E S E G R Y W I A U
U U G L W P K E Z T W N Z V C E L K G Q K B S L
R E N X I O Z R A Z E X S H N L E H M X F S S E
P C T A M B U T D O W R K W E W B F I E L D O O
S N E R T D O O L V J A B R I O R A F S W K C F
Y E C I E N I O X S F U W N L R I L J F I J I T
C I W S N P G R Z M I P I O A D T L J H K U A H
H D F O V I E A E C B G J Y S S Y I S T N I T I
O U C Q S N R T T C J S A D F N E T I S Y Y I R
L A T M G Z F J I R T W I H U C N E M K U U O D
O T Z G L A N D O T N G O T Z A D R P G E W N S
G E B B M F Q H I Q I M A E U Q O A E V D K K D
Y G T F A P P W K N O O C Z J P R T R S Y F S I
X R L U L A O D L P G S N G E W S I A N B Z L D
O A G X T U S Z H F R F Y N N G E O T A Z I X A
P T F E V J A O E H F G S A B P M N I G U H T P
Z A M O O D N G B D V I H L P J E B V O E J B Q
B P B G H E P L K V O Q A S H O N T E L P U T L
E L O C N W W X G R F M L F U U T I B S K X Y C
A L V V C O N T R A C T I O N R H Y M E G D B Z

celebrity endorsement
rule of thirds
contraction
repetition
metaphor
slogan
mode

rhetorical question
alliteration
declarative
imperative
salience
field
logo

colour psychology
weaselwords
association
neologism
vectors
rhyme

target audience
connotation
direct gaze
homophone
jingle
slang