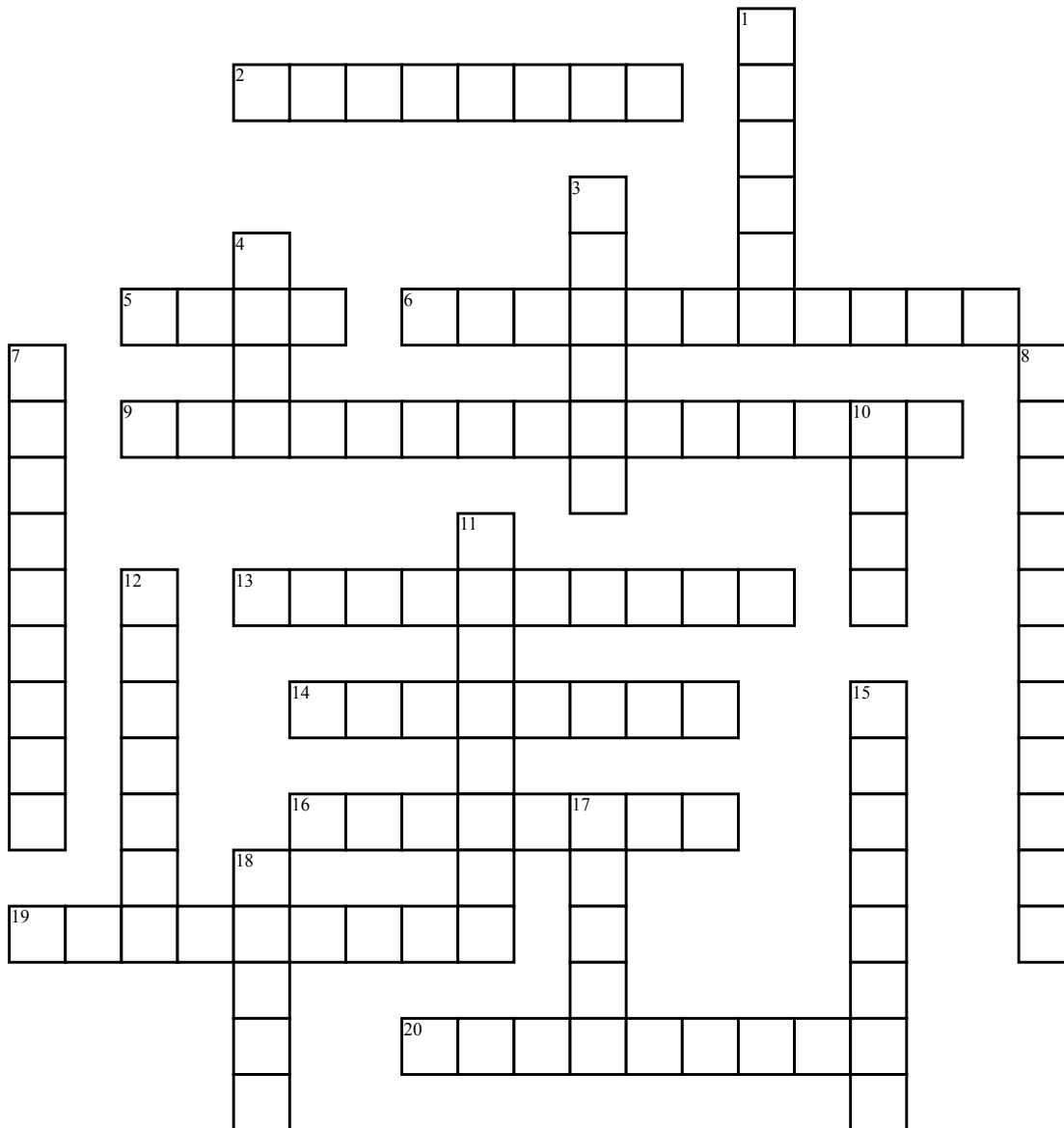


Advertising Conventions - Rayana 7.6



Across

2. The "I" in AIDA
 5. Creates the impression of movement by zooming toward or away from the action.
 6. A celebrity in an advertisement.
 9. Strong language used to influence readers.
 13. Numerical figures.
 14. When the camera is level with the height of the actor.
 16. A shot that at least shows a person in full-length.

19. When the camera looks down at something.

20. Provides commentary over action.

Down

1. A _____ is catchy piece of music used in ads.
 3. A short catchy phrases.
 4. A symbol that represents a product/company.
 7. Moving the camera away or towards the product.
 8. Vertical movement of the camera.

10. Where the actor is looking.

11. Words spoken by the characters in the ad.

12. The way camera shots are cut and put together.

15. The _____ can be dull, dark, natural or artificial.

17. Advertisements that seem amusing.

18. True statements