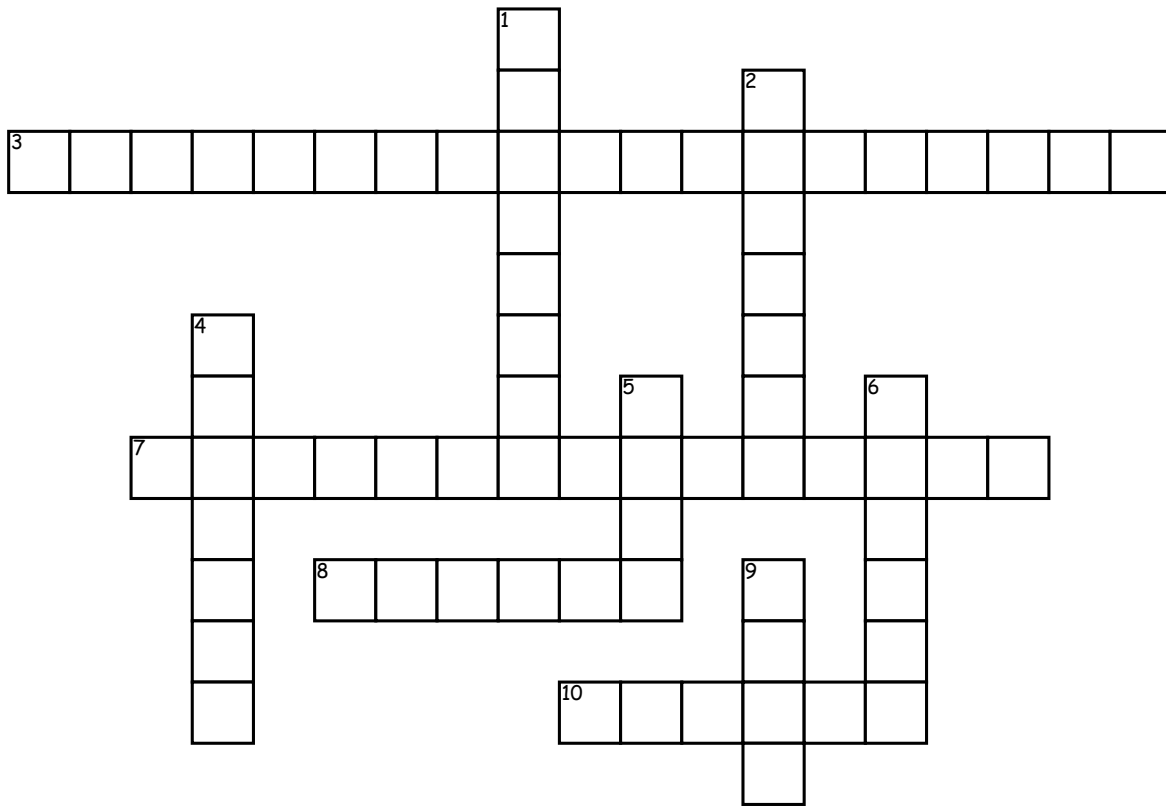


Advertising Techniques (by Declan Wong)



Across

3. Questions that don't require answers

7. Words that create e_____

8. A catchy piece of music used in an advertisement

10. A short catchy phrase

Down

1. The words spoken by characters/subjects in the ad

2. The time and place _____ of the advertisement

4. _____ are the object, places or other things

5. The angle that the person is looking at

6. Language too specific for most readers to fully understand

9. A symbol that represents the company