

Name: _____

Date: _____

Institution

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

cultural imperialism
Public Service
commercial
sponsorship
horizontal
dominant
vertical

classification
conglomerate
convergence
brand image
regulation
hegemony
control

brand identity
crowdfunding
Independent
Commercial
objective
ideology
synergy

globalisation
segmentation
integration
democracy
ownership
producer