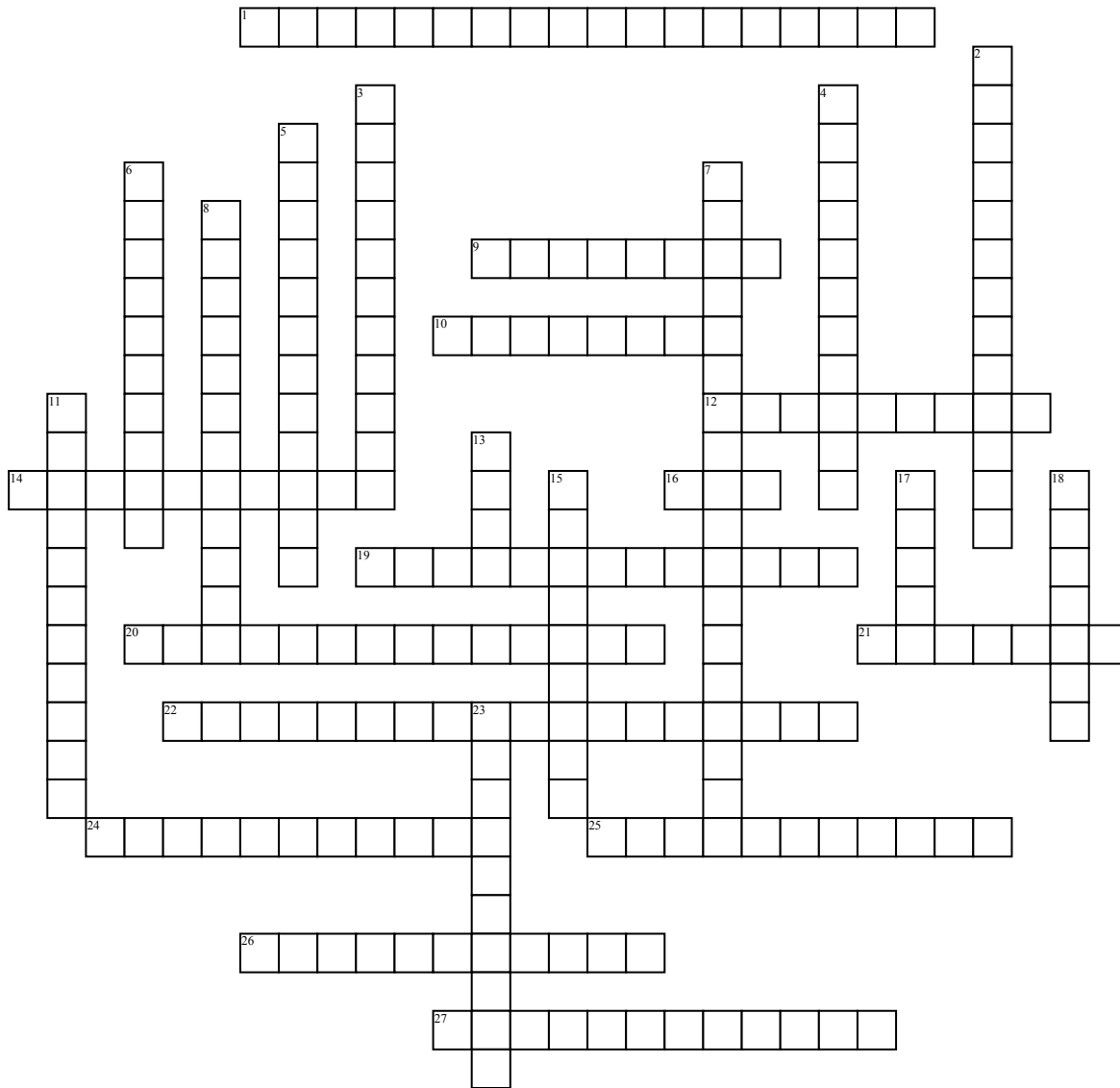


test 3 vocab and dates



Across

1. violence that serves a role in a story's plot
9. loves to flatter us
10. can be effected simply by appearing firm, bold, strong and confident
12. the language of ads is full of intensifiers
14. often used to sell everyday products
16. believe to think they are better than old things/ old ideas
19. draws huge conclusions on the basis of a few small facts
20. statistics about people grouped by their interests, habits, attitudes and values.
21. tries to persuade you to buy a product sometimes by promising to give you something else like a discount or coupon
22. the way in which two or more people resolve their disputes

24. video recorded for earlier news casts about the same or similar subject
25. links a person or idea to a negative symbol
26. the four letters assigned by the communications commission to identify a particular broadcast television station
27. a large business corporation that owns a variety of different types of companies

Down

2. the efforts by television outlets to reach a specific demographic or psychographic group
3. uses these people to grab our attention
4. a slang expression for television news anchor
5. shown people testifying about values or quality of a product, or endorsing an idea

6. many advertisers involve a time when life was simpler and quality was supposedly better
7. a way a television program tells its story
8. uses segment images so stimulate feelings of pleasure comfort and delight
11. the truck used by a television news crew doing reporting away from the studio
13. used to sell us products that claim to fix the problem
15. bland or abstract terms used instead of clearer more graphic words
17. it grabs our attention and its a powerful persuasive technique
18. we rely on these people to give us advice on things we don't know ourselves
23. used within an advocacy message or a message itself