

## CHAPTER

# 12

## Promotion

### Part 1: Content Review

#### Matching

Write the letter of the correct term for each definition on the line provided.

#### Terms

- |               |                |
|---------------|----------------|
| A. promotion  | F. advertising |
| B. persuasion | G. hook        |
| C. sender     | H. tagline     |
| D. decoding   | I. typeface    |
| E. feedback   | J. layout      |

- \_\_\_\_\_ 1. Uses logic to change a belief or get people to take a certain action.
- \_\_\_\_\_ 2. The aspect of an ad that grabs attention.
- \_\_\_\_\_ 3. The person who has a message to communicate.
- \_\_\_\_\_ 4. A phrase or sentence that summarizes an essential part of the product or business.
- \_\_\_\_\_ 5. The receiver's response to the sender and concludes the communication process.
- \_\_\_\_\_ 6. The arrangement of the headline, copy, and art on a page.
- \_\_\_\_\_ 7. The process of communicating with potential customers in an effort to influence their buying behavior.
- \_\_\_\_\_ 8. A particular style for the printed letters of the alphabet, punctuation, and numbers.
- \_\_\_\_\_ 9. Any non-personal communication paid for by an identified sponsor.
- \_\_\_\_\_ 10. The translation of a message into terms the receiver can understand.