Advertising

VOCABULARY PRACTICE

UPPER-INTERMEDIATE | B2

Name: _____ **Date:** _____

1 Match each persuasive technique with its meaning.

1 scarcity appeal	____	a statement explaining limits or conditions
2 social proof	____	b promotion designed to resemble surrounding editorial content
3 emotional appeal	____	c message saying many others approve or participate
4 bandwagon effect	____	d statement comparing one product with another
5 comparative claim	____	e notice identifying who paid for content
6 disclaimer	____	f pressure created by limited time or supply
7 native advertising	____	g influence produced by a desire to follow the majority
8 sponsorship disclosure	____	h persuasion through feelings rather than product facts

2 Complete the persuasion and transparency collocations.

appeal | **claim** | **disclosure** | **effect** | **proof** | **advertising** | **scarcity** | **disclaimer**

1 create artificial _____

2 provide social _____

3 use an emotional _____

4 trigger the bandwagon _____

5 substantiate a comparative _____

6 display a clear _____

7 publish native _____

8 add a sponsorship _____

3 Choose the most precise analysis.

1 'Only two left' uses *scarcity / social proof*.

2 'Chosen by 8,000 runners' offers *social proof / a disclaimer*.

3 A moving family story creates an *emotional appeal / comparative claim*.

4 'Everyone is switching' may trigger the *bandwagon effect / disclosure*.

5 'Lasts 20% longer than Brand X' is a *comparative claim / native advert*.

6 'Results vary' is a *disclaimer / scarcity appeal*.

7 A paid article styled like news is *native advertising / social proof*.

8 'Sponsored by North Ltd' is a *sponsorship disclosure / testimonial*.

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4 Complete the advertising review with terms from the box.

bandwagon effect | **comparative claim** | **disclaimer** | **emotional appeal** | **native advertising** | **scarcity appeal** | **social proof** | **sponsorship disclosure**

The page opens with a **1** _____: 'Offer ends in ten minutes.' It adds **2** _____ by reporting thousands of buyers, then risks a **3** _____ with 'Join everyone else.' A family story supplies an **4** _____. The sentence 'twice as effective' is a **5** _____ that needs evidence. A small-print **6** _____ limits the promise. Because the article imitates independent advice, it is **7** _____ and needs a prominent **8** _____.

5 Read the text and answer the questions briefly.

When an advert looks independent

Native advertising borrows the style and position of ordinary articles, videos or recommendations. It may be informative, but readers can mistake a commercial message for independent judgment. A faint label placed far from the headline does little to correct that impression. Effective disclosure is prominent, understandable and visible before engagement. Transparency does not remove persuasion; it allows audiences to interpret the message with knowledge of the sponsor's interest.

1 What does native advertising borrow? _____

2 What may readers mistake it for? _____

3 Why is a faint distant label weak? _____

4 Give three qualities of effective disclosure. _____

5 Does transparency remove persuasion? _____

6 What interest can audiences then recognise? _____

6 Rewrite using the analytical term in capitals.

1 The message pressures buyers with limited supply. **SCARCITY** _

2 The claim relies on the number of existing users. **PROOF** _

3 The paid article imitates editorial content. **NATIVE** ____

4 The sponsor is named above the headline. **DISCLOSURE** _

OVER TO YOU

Write a **120-150 word** critical review of an advert. Identify its audience, persuasive techniques, evidence and transparency.

[ ] Use at least eight analytical terms. [ ] Separate emotion from evidence. [ ] Assess disclosure placement.

Advertising

ANSWER KEY

1 Persuasive techniques

1 **f** 2 **c** 3 **h** 4 **g** 5 **d** 6 **a** 7 **b** 8 **e**

2 Persuasion collocations

1 **scarcity** 2 **proof** 3 **appeal** 4 **effect** 5 **claim** 6 **disclaimer** 7 **advertising** 8 **disclosure**

3 Precise analysis

1 **scarcity** 2 **social proof** 3 **emotional appeal** 4 **bandwagon effect**
5 **comparative claim** 6 **disclaimer** 7 **native advertising** 8 **sponsorship disclosure**

4 Advertising review

1 **scarcity appeal** 2 **social proof** 3 **bandwagon effect** 4 **emotional appeal** 5 **comparative claim** 6 **disclaimer**
7 **native advertising** 8 **sponsorship disclosure**

5 Reading - suggested answers

1 The style and position of ordinary content. 2 Independent judgment. 3 It does not correct the impression.
4 Prominent, understandable and visible early. 5 No. 6 The sponsor's commercial interest.

6 Rewriting - possible answers

1 The message uses a **scarcity appeal**. 2 The claim relies on social **proof**.
3 It is **native advertising**. 4 A sponsorship **disclosure** appears above the headline.

Over to you: Answers will vary. Check technique, evidence and transparent sponsorship.