

ADS & US - Answer Sheet

Complete the sentences with the correct words.

body image repeated air brushing models values
computer imagery stars music exaggeration dissatisfied

1. The brand name is often repeated to help us remember it.
2. Sometimes ads use fashion models and claim we can be like them too, if we use their product.
3. Your values can affect your feelings about a brand.
4. Advertisements can influence our own body image.
5. Exaggeration is one of the advertising methods that companies will use to persuade us to buy their product.
6. Some ads use sports stars or other celebrities to sell their products.
7. Some photographers use computer imagery or air brushing to make models look "flawless."
8. Some magazine ads can make us feel dissatisfied about the way we look.

