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Advertising Techniques

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| **Across**  **3.** A strong language that creates a strong feeling  **6.** provides commentary  **9.** A vertical movement of the camera  **10.** A short catchy phrase  **11.** The \_\_\_\_\_\_ to go with an add  **14.** Is a horizontal swiveling movement  **15.** Questions that don't have an answer | **Down**  **1.** Camera looks down onto the scene/subject  **2.** that causes amusement and laughter  **4.** The way camera angles and shots are put together  **5.** Ages your aiming at. e.g = 6-10  **7.** Words/convisation spoken between two or more characters  **8.** A symbol to represent a company  **12.** A shot that would only show the persons face  **13.** True statements |