



*according to the records answer the
following questions*



1. Cercle the correct answer

- To create an advertisement, we must:

<i>Write the full name of the product including the brand</i>	<i>A</i>
<i>Give the audience information about the price</i>	<i>B</i>
<i>Make a press conferences</i>	<i>C</i>
<i>Highlight features and benefits of using product</i>	<i>D</i>

- A press release is:

<i>Is an official building that is sent to journalist and the media to provide information</i>	<i>A</i>
<i>Is an official book that is sent to journalist and the media to provide information</i>	<i>B</i>
<i>Is an official documents that is sent to journalist and the media to provide information</i>	<i>C</i>
<i>Is an official house that is sent to journalist and the media to provide information</i>	<i>D</i>

- In news conference we found:

<i>journalist</i>	<i>A</i>
<i>Newsmaker</i>	<i>B</i>
<i>announcements</i>	<i>C</i>
<i>product</i>	<i>D</i>



2. Fill in the gaps the correct word: spokesperson, the communication, news agency, someone, mass media, speak, department

- A press office is a special..... within an organization that is responsible for..... of this organisation with

- Spokesman or spokeswomen is chosen or elected to..... on behalf of others. politicians governments, organisations and other famous people usually have

-a..... is an organisation that produces news reports and sells them to the other organisations that are subscribed to this agency.