

**COVENANT UNIVERSITY
NIGERIA**

*TUTORIAL KIT
OMEGA SEMESTER*

**PROGRAMME: MASS
COMMUNICATION**

COURSE: PRE 328

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PRE 328: ADVERTISING TECHNIQUES AND PRODUCTION

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1. As an advertising expert, identify and suggest four traditional techniques that can be used to promote *Phensic* drug tablets
2. Some advertising traditional techniques can also be referred to as appeals, briefly discuss
3. What is the major difference between celebrity endorsement and testimonial as traditional advertising techniques
4. In what ways, do covert advertising differ and succeed against overt advertising messages
5. What are the patterns and techniques used in covert advertising
6. How do Nigerian advertisers make use of covert advertising and why?
7. With concrete examples, illustrate how covert advertising has been used in movies, television programmes and games
8. As an advertising expert, illustrate and describe how the audio, visual and plot dimensions of product placement were used in the movie 'Figurine'
9. Briefly discuss the importance of camera angles in advertising production
10. What are the major forms in the structure of an advertisement
11. What are the three major technical areas essential in advertising production
12. Why is infomercials preferred on web platforms than commercials?