

LESSON 4 Analyzing Influences on Health

Vocabulary Practice

Use the terms to fill in the blanks below. Some terms may be used more than once.

1. A civilization's intellectual and artistic activities and institutions help to make up its culture .
2. Advertising is paid for by companies and people who want to influence consumers.
3. The various formats in which people communicate information on a large scale are known collectively as media .
4. Recognizing the use of a bandwagon appeal in a popular car commercial is an example of using media literacy .
5. A(n) advertisement might be found in a magazine or on a billboard.
6. Examples of media include TV, radio, magazines, billboards, and the Internet.
7. A television commercial might use humor, brand loyalty, or scientific evidence to appeal to its audience.
8. An industry that has made a big business out of trying to sway people's buying power is advertising.
9. Many people and businesses use technology such as the Internet to communicate information.
10. People and things that might influence your health include friends, parents, teachers, the media, and your culture.