



【Part C】

Advertisements

In advertisements we watch on TV, various ways to attract people's attention are used. One of them is to emphasize a function of a product. Another way is to associate a nice image with a product. In this passage, we call these two ways to advertise Way A and Way B.

**Emphasizing a function** is called **Way A**.

**Associating a nice image** is called **Way B**.

(注) advertisement 宣伝

attract 引きつける

emphasize 強調する

function 機能

product 製品

associate 結びつける

advertise 宣伝する

【Memo】

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