

Handout 6

The Language of Advertising

Words and phrases used in advertising

The twenty most frequent adjectives	The twenty most frequent verbs
<ol style="list-style-type: none">1. new2. good/better/best3. free4. fresh5. delicious6. full7. sure8. clean9. wonderful10. special11. crisp12. fine13. big14. great15. real16. easy17. bright18. extra19. safe20. rich	<ol style="list-style-type: none">1. make2. get3. give4. have5. see6. buy7. come8. go9. know10. keep11. look12. need13. love14. use15. feel16. like17. choose18. take19. start20. taste

Source: <http://www.stanford.edu/class/linguist34/> (Peter Sells and Sierra Gonzalez)