

## 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"><li>1. new</li><li>2. good/better/best</li><li>3. free</li><li>4. fresh</li><li>5. delicious</li><li>6. full</li><li>7. sure</li><li>8. clean</li><li>9. wonderful</li><li>10. special</li><li>11. crisp</li><li>12. fine</li><li>13. big</li><li>14. great</li><li>15. real</li><li>16. easy</li><li>17. bright</li><li>18. extra</li><li>19. safe</li><li>20. rich</li></ol>	<ol style="list-style-type: none"><li>1. make</li><li>2. get</li><li>3. give</li><li>4. have</li><li>5. see</li><li>6. buy</li><li>7. come</li><li>8. go</li><li>9. know</li><li>10. keep</li><li>11. look</li><li>12. need</li><li>13. love</li><li>14. use</li><li>15. feel</li><li>16. like</li><li>17. choose</li><li>18. take</li><li>19. start</li><li>20. taste</li></ol>

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