

# Università di Cagliari



## Economia e Gestione dei Servizi Turistici Lingua Inglese

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a.a. 2019/2020



Advertising

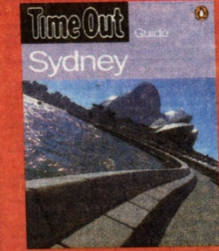
English words connected with.....

# Advertising

Tahiti, Cape Town and Sydney  
are three reasons to take  
an around the world cruise.  
January, February and March  
are three more.



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**NECESSCITY**  
**SIMPLICITY**



**Everything you need  
from a guidebook**

Guides to over 35 destinations

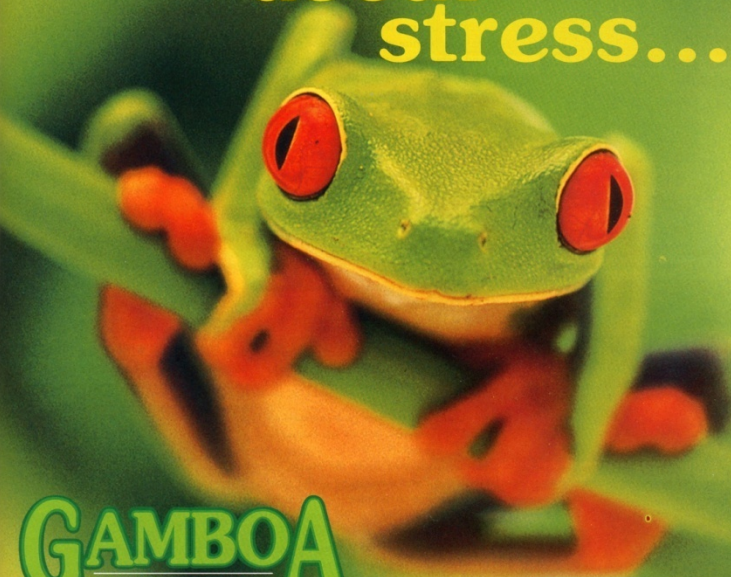
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# Advertising



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about  
stress...**




**GAMBOA**  
RAINFOREST RESORT  
A FIVE STAR ADVENTURE AT THE PANAMA CANAL

**\$ 82.50**  
per night per person\*

Call toll free: 1-877-800-1690

\* based on a double occupancy. Certain restrictions apply.



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Internet: [www.gamboaresort.com](http://www.gamboaresort.com) • e-mail: [sales@gamboaresort.com](mailto:sales@gamboaresort.com)

# GOOD ADVERTISING IS GOOD FOR BUSINESS

Consumers                      advertising                      information and entertainment.

Advertisers                      creative                      effective ads

Consumers believe that advertising is an integral part of everyday culture: not only entertaining and informative, but **REAL!!!**



## Diet Coke.

LIMITED EDITION DESIGN BY

### KARL LAGERFELD





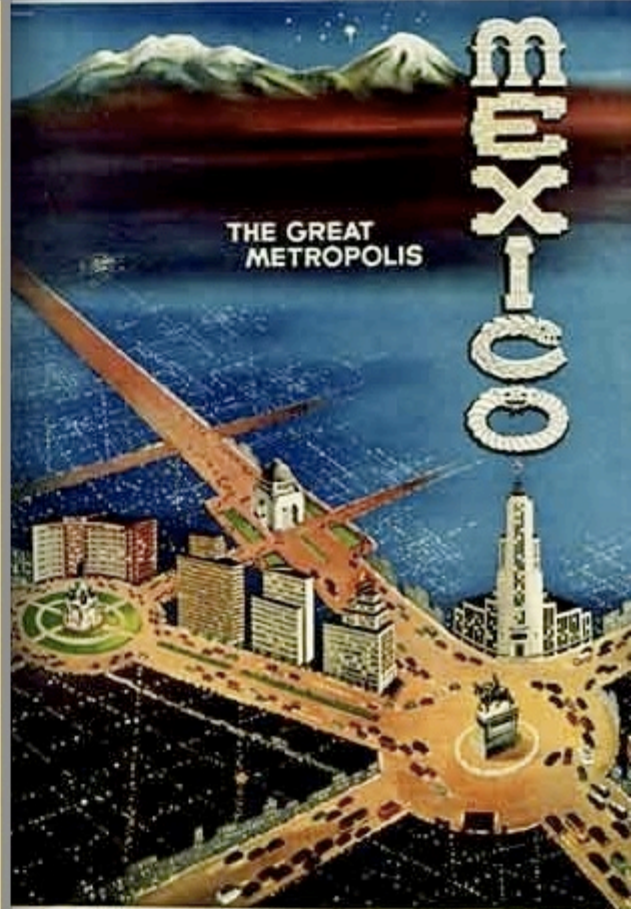
# Visit MEXICO



THE GREAT DEPARTMENT OF THE  
MEXICAN GOVERNMENT  
WASHINGTON, D. C.

POSTER NUM. 3  
PRINTED IN MEXICO

COURTESY OF  
COLGATE-PALMOLIVE-PEET, S. A.  
PRINTED IN MEXICO



THE GREAT  
METROPOLIS

# MEXICO

**DIRECCION GENERAL DE TURISMO**  
AV. JUAREZ 89 MEXICO, D.F.

U. S. PORTS of ENTRY

SAN DIEGO	NOGALES
EAGLE PASS	EL PASO
DEL RIO	LAREDO
ROMA	M'ALLEN
and BROWNSVILLE	

*Bienvenidos*  
TO THIS  
**ALLURING LAND**  
of ENCHANTMENT

# MEXICO



The emotion you can get from discovering unknown traditions is one of the greatest pleasures that Sardinia can offer. There are traditions flowing from our culture and traditions, so rich and ancient. The can't find them in a Carnival every year, in the most beautiful of the folk songs, in the magic of a dance performed with enough as singing. In each of these moments you can find a man and other Sardinia, but their most precious gift is an unspoiled Sardinia. Stay to live. Their own hearts to experience.

[www.sardegnaicultura.it](http://www.sardegnaicultura.it)

Patrimonio culturale  
**SARDEGNA**



REGIONE AUTONOMA DELLA SARDEGNA

**SARDEGNA**  
[www.ladegnaparis.it](http://www.ladegnaparis.it)



## Video:

In Sardegna  
you live more

A Myth...





# The English language and Advertising

Visual content and design in advertising have a very great impact on the consumer, but it is language, and the combination of language and images that help people to identify a product and remember it.

## The English language and Advertising

The use of English in advertising all over the world generally makes a positive impact on the consumer.

ENGLISH IS AN ATTENTION GETTER

English is still the most frequently used linguistic means in advertising.

French attempt at fighting this primacy and hegemony (1994, Toubon law)

It is more easily understood and remembered by the world's audience, and its flexibility helps enormously those operating in advertising.

## The English language and Advertising

Always Coca Cola  
Canon you Can  
With Vodafone you can  
Don't touch my Breil



I'm lovin' it

CARRERA sunglasses  
Ermenegildo Zegna Eyewear  
Emporio Armani Underwear  
Samsonite Footwear  
Zurich Because change happenz

Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product

# The English language and advertising

## Use of compounds adjectives:

*top-quality,*

*economy-size,*

*chocolate-flavoured,*

*feather-light*

*longer-lasting.*

# The English language and advertising

Use of high degree adjectives (hyperboles) :

Shining	Extra-shining
luxury	Super luxury
elegant	Incredibly elegant
smooth	

Fantastically smooth

Adjectives are important in advertising for they are used to add prestige and desirability and approval for the consumer/client.

# The English language and advertising

## Comparisons

to relate the product to a rival or competitor.

In reality, no real comparison is made in advertising.

An advertisement for a detergent may say  
"It gets clothes whiter" .....  
but whiter than what?

# The English language and advertising

## Use of the imperative:

“Relax the Natural Way”

“Win two Nights!”

“Get Ready for Summer!”

“Cruise here!”

“Find out why.....”;

# The English language and advertising

Use of repetition: advertisements tend to repeat words or ideas.

Something repeated frequently is **easily remembered**.

Most often it is the **brand name** of the product, or some word associated with it.



# Advertising

## Word Partnerships

ADVERTISING; MARKETING; PUBLIC;  
RETAIL; PRICE; PROMOTIONAL  
CAMPAIGN; TECHNIQUES; PROMOTIONS;  
OUTLETS; RELATIONS; MIX

**Marketing mix**

**Public relations**

**Retail outlets**

**Price promotions**

**Promotional techniques**

# ADVERTISING

Complete the table with the following words:

Directories	persuade	promote	cinema
Run	mailshots	place	free samples
Commercials	public transport	launch	leaflets
Exhibition	billboards/hoardings	word-of-mouth	radio
Point-of-sale	posters	research	sponsor
Target	endorsement	slogans	television
Press	jingles	sponsorship	publicise

## MEDIA

Radio

## METHODS

Jingles

## VERBS

Persuade

# ADVERTISING

## MEDIA

## METHODS

## VERBS

Radio

Jingles

Persuade

Press

Directories

Run

Television

Commercials

Launch

Word-of-Mouth

Sponsorship

Publicise

Public Transport

Billboards/hoardings

Sponsor

Cinema

Free samples

Place

Mailshots

Endorsement

Promote

Street Furniture

Posters

(Bus Shelter, Public Toilets) Leaflets

## Combine words from A and B to complete the description below.

A public / personal / direct / advertising

B media / marketing / selling / relations

‘There are various methods of selling starting with the most expensive like TV commercials, radio adverts and other (1) \_\_\_\_\_  
\_\_\_\_\_. A cheaper way to sell is through (2)  
\_\_\_\_\_ such as direct mail when you send  
out leaflets to people’s houses. Face-to-face contact with the  
customer is obviously important. For example, (3) \_\_\_\_\_  
\_\_\_\_\_ with sales representatives can be very effective and  
it’s easy to measure. It’s more difficult to see if (4) \_\_\_\_\_  
\_\_\_\_\_ is effective. This is because it’s about creating good  
contacts rather than selling directly.’

1 advertising media / 2 direct marketing / 3 personal  
selling / 4 public relations

## Write in the ends of the words in these sentences.

- 1 Consump\_\_\_\_\_ of coffee has increased every year since 1950.
- 2 Clever market\_\_\_\_\_ made designer coffee very popular.
- 3 Market analys\_\_\_\_\_ are warning that the economy doesn't look good.
- 4 Did we get the results from the market research agen\_\_\_\_\_ ?
- 5 Cigarette companies often spons\_\_\_\_\_ sports events.

1 Consumption / 2 marketing / 3 analysts / 4 agency / 5 sponsor

- 1                              : Product, price, promotion and place are this.
- 2            : The name of a product or group of products.
- 3                     : The hopes and wishes of consumers.
- 4                  : The people who buy or use the products.
- 5            : What sales reps or adverts do when they sell a product.
- 6            : The symbol of a company found on its products.
- 7                  : The people who market the products.
- 8                     : To promote the product.
- 9                     : Other companies selling the same products.

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- 7 The people who market the products.
- 8 To promote the product.
- 9 Other companies selling the same products.

# Phonetics

Match column A with column B

A

- marketing
- advertising
- price
- place
- product
- promotion
- value
- slogan
- media
- brand

B

- /'mɑ:kɪtɪŋ/
- /praɪs/
- /'prɒdʌkt /'prɒdʌkt/
- /brænd/
- /prə'məʊʃn/
- /'ædvətaɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:z/
- /'sləʊgən/



# Phonetics 2

/'bæriə/

/kən'sju:mə/

[lɔ:ntʃ]

/prə'məʊʃn/

/'væljəbl/

/ə'pi:l/

/'pri:miam/

/'ædvətaiz/

/'spansə(r)ʃip/'spɒn-]

/bɒm'ba:d/

/'kwɒləti /'kwɒ-/

/kən'sistənsɪ/