

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale
Corso di Laurea in Economia e Finanza

Lingua Inglese

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Advertising

English words connected with.....

What words come to your mind when thinking about Advertising?

https://www.youtube.com/watch?v=lmR58_dqLxY

<https://www.youtube.com/watch?v=AlQpt67L1es>

<https://www.youtube.com/watch?v=NdLsQcYyAcc>

<https://www.youtube.com/watch?v=B4sT6l1delc>

GOOD ADVERTISING IS GOOD FOR BUSINESS

consumers information and entertainment (infotainment).

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



Advertising techniques

Local appeal

- Bandwagon
(everybody is doing it)
- Card stacking
(distorting facts)

Emotional appeal

- Plain falks
- Name calling
- Demonizing
- Patriotic appeal
- Glittering generalities
- Catchy slogans
- Snob appeal
- Humor

Ethical appeal

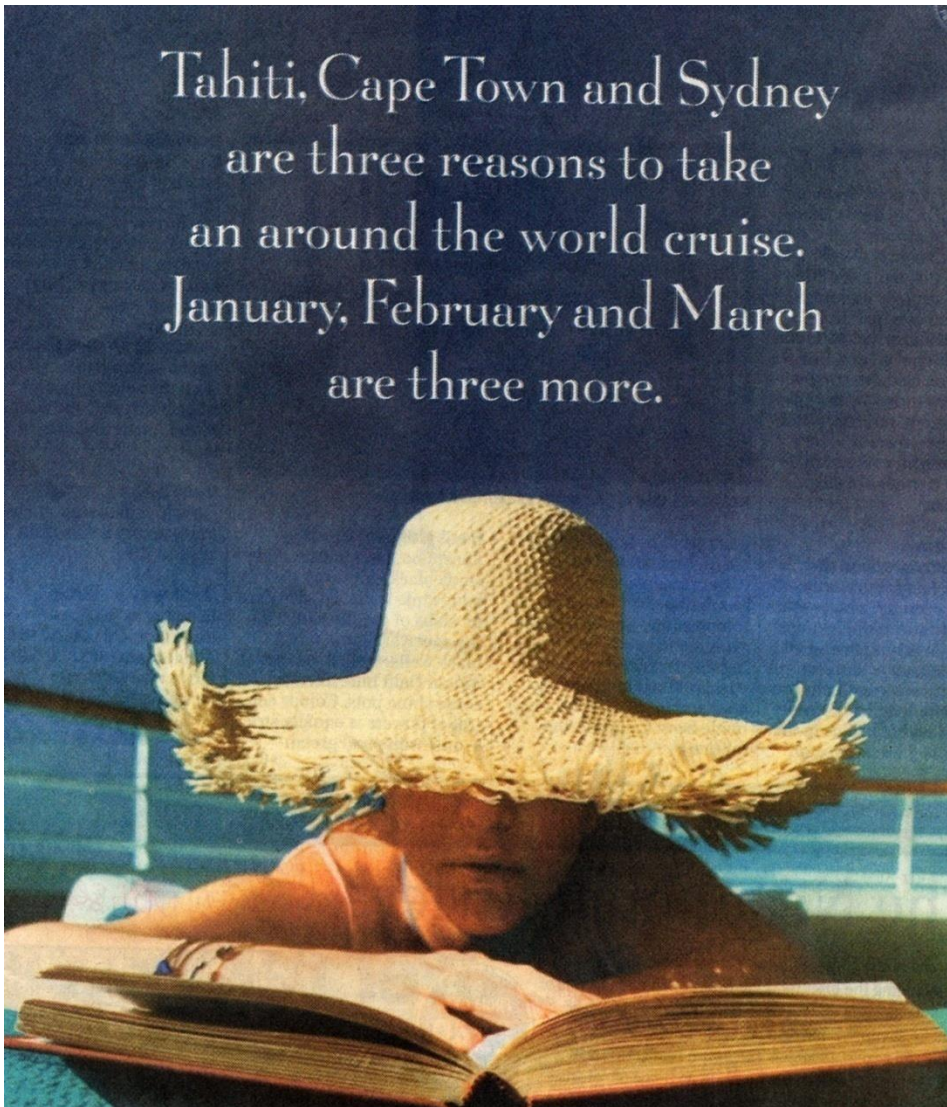
- Testimonials
- Transfer

RETHORICAL TRIANGOL



https://www.youtube.com/watch?v=C8qxE_pFJ7U

Advertising



**DIVERSCITY
NECESSCITY
SIMPLICITY**

Four Time Out Guidebooks are displayed in a 2x2 grid. The top-left book is 'Time Out Guide Florence & the best of Tuscany' with a cover image of Michelangelo's David. The top-right book is 'Time Out Guide Havana & the best of Cuba' with a cover image of a boat. The bottom-left book is 'Time Out Guide New York' with a cover image of a train. The bottom-right book is 'Time Out Guide Sydney' with a cover image of a road winding through a landscape.

**Everything you need
from a guidebook**

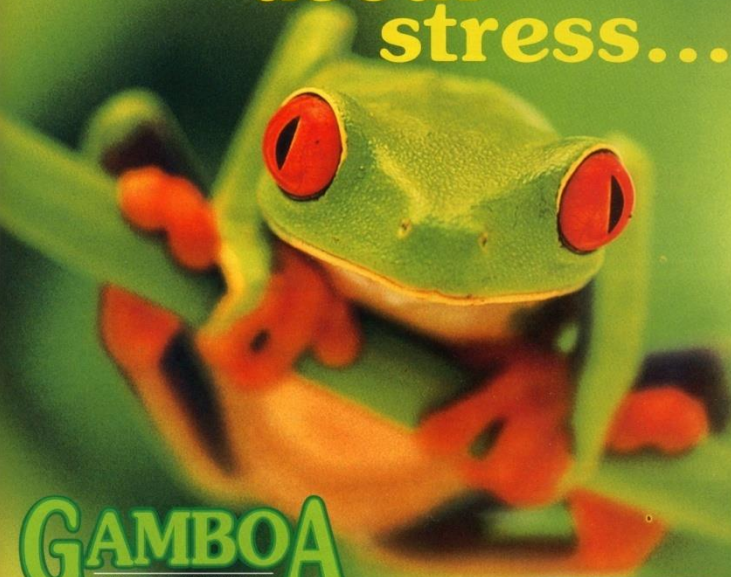
Guides to over 35 destinations
Available from all good booksellers
and at www.timeout.com/shop

The Time Out logo, featuring a stylized 'O' with a flame-like shape inside, followed by the words 'Time Out' in a bold, sans-serif font.

Advertising



**Froget
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.



Panama Office: Tel.: (507)206-5566 • Fax: (507)206-5670 • Gamboa Office: Tel.: (507)314-9000 • Fax: (507)314-9020
Internet: www.gamboaresort.com • e-mail: sales@gamboaresort.com

Advertising



Advertising



The greatest joys can be found in the mountains and the sea. Sardinia is one of the greatest islands. But Sardinia can offer more. There are incredible views from the sea, the mountains, the hills and the coast. The sea is blue in a way that is not found anywhere else. The mountains are green and the hills are golden. The sea is blue in a way that is not found anywhere else. The mountains are green and the hills are golden. The sea is blue in a way that is not found anywhere else. The mountains are green and the hills are golden.

www.sardegnaicultura.it

Patrimonio culturale
SARDEGNA



Video:

In Sardegna you
live more

Sardegna, a Myth in the
Mediterranean Sea

<https://www.youtube.com/watch?v=UT3R91HL4ro>



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 attempted to fight 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 compound 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 words associated with it.

PERSUASIVE TEXT

Emotional Appeal

Exaggeration

Bandwagon

Loaded Words

<https://www.youtube.com/watch?v=azttKmTOrVc>

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

Radio

Press

Television

Word-of-Mouth

Public Transport

Cinema

Mailshots

Street Furniture (Bus Shelter, Public Toilets)

METHODS

Jingles

Directories

Commercials

Sponsorship

Billboards/hoardings

Free samples

Endorsement

Posters

Leaflets

VERBS

Persuade

Run

Launch

Publicise

Sponsor

Place

Promote

VOCABULARY MARKETING AND ADVERTISING

Write in the missing letters in the words below. They are all words about *money*.

1 If you buy today, we'll give you a ten per cent .

2 My bank gave me a personal today.

3 I think it's important we help Africa with its to other countries.

4 He wants an extra ten thousand a year and he already has a of over a hundred thousand a year!

5 How much do you a month?

6 The type of customer we want has enormous power.

7 My house is about two hundred thousand pounds.

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1 discount / 2 loan / 3 debt / 4 salary / 5 earn / 6 spending / 7 worth

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.’

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_____ 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.

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

1 _ a _ _ e _ i _ _ _ i _ : Product, price, promotion and place are this.

2 _ _ a _ _ : The name of a product or group of products.

3 a _ _ i _ a _ io _ _ : The hopes and wishes of consumers.

4 _ o _ _ u _ e _ _ : The people who buy or use the products.

5 _ i _ _ _ : What sales reps or adverts do when they sell a product.

6 _ o _ o : The symbol of a company found on its products.

7 _ a _ _ e _ e _ _ : The people who market the products.

8 a _ _ e _ _ i _ e : To promote the product.

9 _ o _ _ e _ i _ o _ _ : Other companies selling the same products.

- 1 **MARKETING MIX:** Product, price, promotion and place are this.
- 2 **BRAND:** The name of a product or group of products.
- 3 **ASPIRATIONS:** The hopes and wishes of consumers.
- 4 **CONSUMERS -** The people who buy or use the products.
- 5 **PITCH:** What sales reps or adverts do when they sell a product.
- 6 **LOGO:** The symbol of a company found on its products.
- 7 **MARKETERS:** The people who market the products.
- 8 **ADVERTISE:** To promote the product.
- 9 **COMPETITORS:** 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

Match column A with column B

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

Phonetics 2

/'bæriə/

/kən'sju:mə/

/lɔ:ntʃ/

/prə'məʊʃn/

/'væljəbl/

/ə'pi:l/

/'pri:miəm/

/'ædvətaɪz/

/'spɑnsə(r)ʃɪp - 'spɒn-/

/bɒm'ba:d/

/'kwɒləti /'kwɒ-/

/kən'sɪstənsɪ/

Phonetics 2

/'bæriə/

BARRIER

/kən'sju:mə/

CONSUMER

/lɔ:ntʃ/

LAUNCH

/prə'məʊʃn/

PROMOTION

/'væljəbl/

VALUABLE

/ə'pi:l/

APPEAL

/'pri:mɪəm/

PREMIUM

'ædvətaɪz/

ADVERTISE

/'spɒnsə(r)ʃɪp - 'spɒn-/

SPONSORSHIP

/bɒm'ba:d/

BOMBARD

/'kwɒləti /'kwɒ-/

QUALITY

/kən'sɪstənsɪ/

CONSISTENCY