

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

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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=nLaH1EcEf4E>

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

Advertising

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



DIVERSCITY
NECESSCITY
SIMPLICITY

Four covers of Time Out Guidebooks are displayed in a 2x2 grid. The top-left cover is for Florence, featuring a classical statue. The top-right cover is for Havana, showing a sunset over water. The bottom-left cover is for New York, showing a subway train. The bottom-right cover is for Sydney, showing a coastal road.

**Everything you need
from a guidebook**

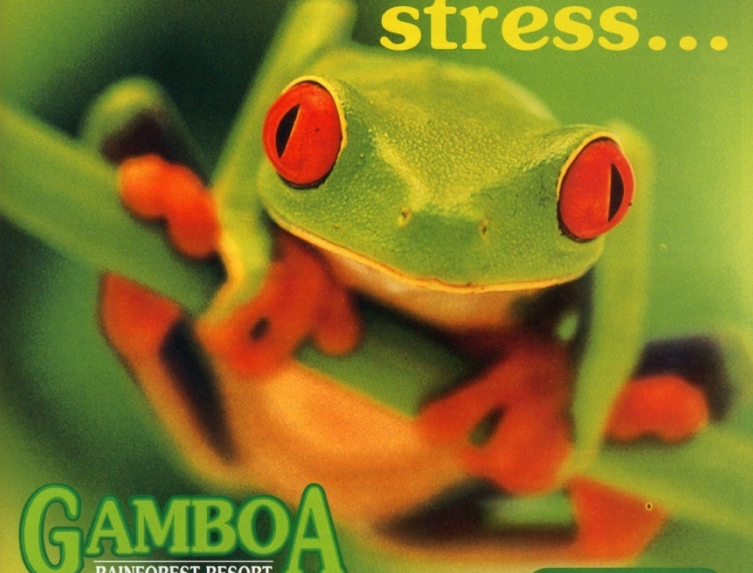
Guides to over 35 destinations
Available from all good booksellers
and at www.timeout.com/shop

The Time Out logo, featuring a penguin icon and the text "Time Out".

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

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









The emotion you can get from discovering unknown treasures is one of the greatest pleasures that Sardinia can offer. There are treasures along the sea and within and traditions, so rich and ancient. They can find them in a Central Italy ground, at the edge of the sea, in the shade of a pine, performed with rough as getting. In each of these moments you can find a man and other Sardinia, for their usual lives and their unexpected Sardinia. Try to live them more respectfully to experience.

www.sardegna.cultura.it

Patrimonio culturale
SARDEGNA



REGIONE AUTONOMA DELLA SARDEGNA

SARDEGNA

www.la Sardegna PATRIMONIO.IT



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 GATHERER

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.

<https://www.youtube.com/watch?v=azttKmT0rVc>

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

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.....”;

<https://www.youtube.com/watch?v=deNRiBQiQ3Q&list=PLC7E651F42B3C340C&index=24>

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;
TECHNIQUES; PROMOTIONS; OUTLETS;
RELATIONS; MIX; CAMPAIGN;

Advertising campaign

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) Leaflets

METHODS

Jingles

Directories

Commercials

Sponsorship

Billboards/hoardings

Free samples

Endorsement

Posters

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 i ou .
- 2 My bank gave me a personal oa today.
- 3 I think it's important we help Africa with its e to other countries.
- 4 He wants an extra ten thousand a year and he already has a a a
 of over a hundred thousand a year!
- 5 How much do you ea a month?
- 6 The type of customer we want has enormous e i power.
- 7 My house is o about two hundred thousand pounds.

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.’

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 _ 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/
- /'væljuː/
- /'sləʊgən/

Phonetics

Match column A with column B

A

- marketing
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B

- /'mɑ:kɪtɪŋ/
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- /brænd/
- /prə'məʊʃn/
- /'ædvɜ:təɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:z/
- /'sləʊgən/

Phonetics 2

/'bæriə/

[lɔ:ntʃ]

/'væljəbl/

/'pri:miəm/

/'spɑnsə(r)ʃɪp/'spɒn-]

/bɒm'ba:d/

/kən'sju:mə/

/prə'mæʃn/

/ə'pi:l/

/'ædvətaɪz/

/kən'sɪstənsɪ/

/'kwɒlətɪ /'kwɒ-/

Phonetics 2

/'bæriə/ **BARRIER**

[lɔ:ntʃ] **LAUNCH**

/'væljəbl/ **VALUABLE**

/'pri:miəm/ **PREMIUM**

/'spənsə(r)ʃɪp/'spɒn-]

SPONSORSHIP

/bɒm'bɑ:d/ **BOMBARD**

/kən'sju:mə/ **CONSUMER**

/prə'məʊʃn/ **PROMOTION**

/ə'pi:l/ **APPEAL**

/'ædvətaɪz/ **ADVERTISE**

/kən'sɪstənsɪ/

CONSISTENCY

/'kwɒlətɪ /'kwɒ-/ **QUALITY**