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АНГЛИЙСКИЙ ЯЗЫК ДЛЯ СПЕЦИАЛИСТОВ В СФЕРЕ МАССОВЫХ КОММУНИКАЦИЙ



Учебное пособие

Министерство науки и высшего образования Российской Федерации
ФГБОУ ВО «Нижевартовский государственный университет»
Гуманитарный факультет
Кафедра иностранных языков

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Предназначено для аудиторной и самостоятельной работы студентов, а также для широкого круга лиц, занимающихся изучением английского языка.

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ВВЕДЕНИЕ

Данное пособие предназначено для студентов вузов, обучающихся по направлению подготовки 42.03.01 «Реклама и связи с общественностью» (профиль «Реклама и связи с общественностью в коммерческой сфере», уровень бакалавриата), а также 42.04.01 «Реклама и связи с общественностью» (профиль «Реклама и связи с общественностью в системе массовых коммуникаций», уровень магистратуры). Пособие составлено в соответствии с Федеральными государственными образовательными стандартами по вышеуказанным направлениям подготовки. Пособие, возможно, заинтересует специалистов в сфере PR.

Настоящее пособие содержит аутентичные тексты профессиональной направленности с заданиями разного уровня сложности. Последовательность предлагаемых упражнений предусматривает развитие умений и навыков чтения и перевода англоязычной литературы в области рекламы и связей с общественностью, овладение основной терминологией в профессиональной сфере, а также практику различных видов речевой деятельности, способствующих развитию коммуникативной компетенции в сфере профессионального общения на английском языке, необходимой для дальнейшей профессиональной деятельности.

Учебное пособие снабжено дополнительными лексико-грамматическими заданиями (раздел «Miscellanies»), текстами для подготовки к экзамену (раздел «Exam Focus»), итоговой контрольной работой, целью которой является всесторонняя проверка полученных знаний, а также диском с аудиофайлами к упражнениям на аудирование.

Пособие может использоваться как для аудиторной, так и для самостоятельной работы.

UNIT I

WHAT IS ADVERTISING?

Text 1

What is Advertising?

Task I. Match the words in column A with their explanations / synonyms in column B.

A		B	
1.	ad	A.	easy to remember
2.	announcement	B.	to put side by side
3.	average	C.	to make sure people understand what you want to say
4.	basic	D.	the title of a newspaper report that is printed in large letters on the first page
5.	broadcast	E.	to do or say something many times
6.	cartoon	F.	normally, usually
7.	catchy	G.	a short film that is made up of many drawings or pictures
8.	commercial	H.	to show
9.	compare	I.	main
10.	feature	J.	to send out radio or TV programmes
11.	get the message across	K.	way to do something
12.	headline	L.	short word for advertisement
13.	point out	M.	an ad on TV or on the radio
14.	printed press	N.	an ad in a newspaper or magazine
15.	repetition	O.	a person who elects someone for a job
16.	service	P.	an important or official statement
17.	slogan	Q.	show
18.	techniques	R.	a short phrase that is easy to remember
19.	voter	S.	the work you do for someone

Task II. Read and translate the article into Russian paying attention to the words in bold.

Advertising is a message that tries to sell something. Companies advertise everything from cars to candy. Advertising is also used to change people's ideas. For example, an **ad** could try to make **voters**

choose a certain candidate for president. Ads appear almost everywhere you look. You find them on the radio and on TV, in magazines, shop windows and on T shirts. They show up inside elevators, on school buses and even in schools. About 600 billion dollars are spent on advertising around the world every year.

It is difficult to imagine how advertising worked before television, the radio and the Internet, but, in fact, advertising goes back to ancient Greece where people wrote “For Sale” on the sides of their houses if they wanted to move. In the Middle Ages merchants hung wooden signs in front of their stores to show people what they were selling.

The invention of the **printing press** in the 1440s had a big effect on advertising. Flyers and posters could be made very cheaply and by 1600 newspaper ads were common.

After the Civil War advertising agencies became popular in America. First they only sold space in newspapers and magazines but later on they also wrote and produced their own ads.

The invention of the radio in the 1920s and television in the 1940s revolutionized advertising. Companies could now inform millions of people about their products over the airwaves. More recently the Internet and e-mail have led to the development of new advertising strategies.

Advertising techniques

Advertising does two main jobs. It tells people about something, like a product or a **service** and it also works to make people want to buy the product or service.

Ads do their jobs in many different ways. Many printed ads have headlines or boldly printed words that make people stop and read them. The headline may promise something that the reader wants, like a good price. Other **headlines** may carry the **announcement** of a new product.

Some ads use **slogans** that are used over and over again. They are easy to remember and often use a **catchy** phrase. Sometimes slogans are not related to the product.

In many ads a famous person talks about a product and tells why they use it. This person may be an actor, a model or a well-known athlete. Or they may just be an **average** user of a product.

Ads also **compare** a product with another one of the same type. The ad **points out** why a product is better.

Some ads feature cartoon or product characters. They may appear in an ad over a long time. The characters become well known and people identify them with a product.

Repetition is one of the most basic **techniques** used in the advertising business. Advertisers **broadcast** their **commercials** several times a day for days or weeks to **get the message across**. When people see an ad more often they may be more likely to accept the message and want the product.

Pros and cons of advertising

There are many contrasting opinions about advertising.

Those in favour say that advertising educates consumers about new products and **services** that can help them improve their lives. It also increases sales so that companies can produce things at lower costs and make things cheaper.

They say that advertising helps the economy and gives jobs to many people. Without advertising some free radio and TV channels wouldn't be able to exist. Sporting and other events are sponsored by ads. Ticket prices would be higher without advertisements.

On the other side, critics say that consumers pay for advertising through higher product prices. They say that small companies sometimes have to close because they cannot compete with larger ones.

Through advertising, people sometimes buy products that they may not need and often cannot afford. This leads to a higher personal debt. It also leads to a throwaway society – goods are thrown away and more pollution and waste is produced.

Children are very often the main target of advertisers. They sometimes don't know which products are good for them and buy the wrong things. Fast food and snack companies show ads, which lead to obesity and diabetes.

<http://www.english-online.at/>

Task III. Give a summary of the article.

Text 2

The Purpose of Advertising

Task I. Answer the following questions before reading the article:

1. How many advertisements do you come into contact with in a day?
2. Where are they?
3. How many of them do you remember well? Why?

Task II. Read and translate the article into Russian paying attention to the words and word combinations in bold.

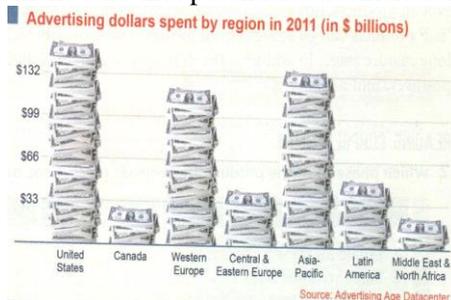
Advertising is perhaps the most important aspect of **promotion**, the fourth **P** in the marketing mix, and is used to **persuade, inform** and **remind**. It can persuade consumers to buy or use an existing product or service; it can inform them about changes within a company or a new product or service; it can remind them about a company, thus improving its image and building brand identity.

Companies generally divide their advertising into two distinct areas:

- **Business-to-consumer (B2C) advertising:** to persuade the general public to buy the company's products or use its services.

- **Business-to-business (B2B) advertising:** directed at other businesses to inform them about the company and to promote its products and services.

The first thing an advertisement has to do is **to grab our attention** and it can achieve this in a variety of ways: a slogan, a striking image, a catchy jingle or a memorable headline. The second thing is **to provide more information** about the product or service. In a print ad, this will be the body of the ad. The purpose is to create feelings of belief, trust and desire. The third aspect is to make sure that potential customers can **remember the company or product** and to **reinforce the brand identity**, for example with the logo. The final element, the **call to action**, may be implicit within the ad or specified explicitly, such as inviting viewers to click



on a website or visit a store. Since we are surrounded by advertising in all aspects of our lives, we are perhaps becoming more resistant and less open to advertising. Therefore, agencies and ad designers have to try to make their ad stand out in a crowd and new advertising models are continuously developed and new media options explored so as to continue to reach the target audience.

Task III. Look through the text again and answer the questions below.

1. What is the purpose of advertising?
2. What is the difference between B2C and B2B advertising?
3. What are the five things that an advert should do?
4. How can an advert catch our attention?
5. How does an advert try to make us remember a product or company?
6. Do you believe that consumers today are more resistant to advertising? Why/Why not?

Task IV. Match these elements of an advert to the correct definition.

1	slogan		a the photograph, pictures or other visual elements in an advert
2	image		b the main text of a print ad, with information on the product or service
3	jingle		c a short, well thought-out sentence, usually the first part of a print ad to be read
4	headline		d the unique symbol used by a company or brand
5	body		e a memorable tune or piece of music, mostly used in radio commercials
6	logo		f a short, catchy and distinctive phrase to describe a product or a brand

Text 3

Effective Advertising

Task I. Think of a TV and a print ad that you have seen recently. Write down what you can remember about the two ads. Then compare your notes with a partner. Who remembered the most details? What were they? Why do you think you remembered those particular aspects?

Task II. Read and translate the article into Russian.

When creating an advert and defining an advertising campaign, most businesses use the services of an **advertising agency**. Here specialists follow all aspects from the definition of the **USP** (Unique Selling Proposition) and the creation of the ad, to the selection of the advertising media and the length and timing of the campaign. When creating an ad, agencies and ad designers can try to achieve the objectives of a successful advert – that it should **be noticed, read, believed, remembered and acted upon** – in different ways. They can use a **traditional** approach or try to be more **original**. Both of these have advantages as well as potential drawbacks. Traditional language, images and associations have been tried and tested and are known to work. On the other hand, random or unconnected images, bizarre headlines or invented words can be considered groundbreaking and modern. The downsides are that the first approach may just seem boring and over-used; the second could be too obscure to be properly understood or to catch on.

Humour is another common technique and it is often considered the most successful by consumers and agencies alike, as a funny or entertaining ad is more likely to be remembered.

The use of **famous people** as testimonials can also be considered. A famous actor, sportsperson or model has a very powerful personal image and can bring this to the advert. However, it can be an extremely expensive option and public opinion about who is “in” or cool can change very fast. Gossip and scandals surrounding a celebrity also risk damaging the company’s image.

Task III. Read the text again and decide if these statements are true (T) or false (F). If there is not enough information, choose “doesn’t say” (DS).

1. Advertising agencies only follow big clients.	T	F	DS
2. Advertising agencies’ services are limited to the creative aspect of an ad.	T	F	DS
3. A traditional approach to creating an ad does not have any disadvantages.	T	F	DS
4. An original ad may contain strange or made-up words.	T	F	DS
5. Both consumers and agencies believe humorous ads to be successful.	T	F	DS
6. The use of famous people in ad campaigns is in decline.	T	F	DS



Task IV. Listen to the manager from an advertising agency talking about creating an effective ad and complete the notes.

Step 1 – have a clear _____ so your message is focused.

Step 2 – understand the _____ of your ad to make it appropriate and produce results.

Step 3 – show how your product or service will _____ a consumer.

Step 4 – know your USP to define your _____ and use it in your advert.

Step 5 – _____ with the customer, be motivating and encouraging but always believable.

Task V. Discuss these questions with your groupmates.

1. Were the ads you remembered more traditional or innovative? In what ways?

2. Did the ads use any humour? If so, do you think it was entertaining or funny?

3. Did the ads feature a famous person? Who? What ideas do you associate with him/her?

4. In general, which of the above-mentioned techniques do you prefer in an ad? Why?

Text 4

The Power of Advertising

Task I. Read and translate the article into Russian.

Everywhere we go, we are inundated with messages. We don't even have to think for ourselves. All we have to do is sit comfortably at home and be told how to live our lives. From how to look, what to wear, what to eat, what our homes should look like, how to meet people, what to drive, practically every aspect of our lives is taken care of. Advertisements tell us we need something even before we think we do. They offer us a look into the ideal life, the ideal body, the ideal partner, all wrapped in an ideal world. The influence advertising has on our lives really is incredible.

Advertising is now everywhere – from posters, magazines and television to home-video-type commercials posted on YouTube. We even have commercials in schoolbooks and on cars, public transport and clothes. They clog up nearly every form of communication we create. Recent studies showed that around 40% of US TV time is now taken up by commercials.

The cumulative impact of this overload of commercials cannot be ignored any longer. Economists, social scientists and environmentalists are now questioning the value of consumerism, so governments should start considering the potential negative impact of advertising. Advertisements share one basic value system: the consumerist ideology. The message is that pleasure, popularity, security, happiness or fulfilment can only be found through buying more – regardless of how much we already have. This presents two major problems. First, the promise of advertising is entirely empty – there is no direct connection between how much we consume and our happiness. Research shows that a walk in the park, social interaction or volunteering – which cost nothing – will do more for our well-being than any amount of “retail therapy”. Advertising encourages us to maximise our income, not our free time. The second problem is environmental: our current growth in consumption is unsustainable – environmental experts have been saying for years that we should be reducing consumerism – and yet advertising needs continuous growth in consumerism to survive. Advertising and the culture it promotes threatens the sustainability of life on Earth. We should be looking for

a way of working that values longevity over obsolescence, repairing and reusing rather than dumping and replacing. Of course, advertising is a part of our existence and is going to stay; but as consumers we always have a choice – we may not have to think for ourselves, but in fact that is exactly what we have to start doing. By discriminating between what is credible and what is not we can influence the impact that advertising has on our lives.

<http://edition.cnn.com/>

Task II. Look through the article again and choose the correct option.

1. *In the first paragraph the writer suggests that...*
 - A advertising helps to make an ideal world.
 - B advertising can manipulate how people think.
 - C advertising has little influence on our lives.

2. *According to the article, governments...*
 - A are happy for advertising to grow because it makes them money.
 - B are not doing enough to help the industry grow.
 - C should be questioning the effects of advertising on society.

3. *One of the problems of advertising, according to the article, is that...*
 - A it offers false promises.
 - B it takes up too much of people's free time.
 - C it can cause some people to need therapy.

4. *The connection between advertising and the environment is that...*
 - A experts in both fields have been saying the same things for too long.
 - B consumerism and environmental sustainability are incompatible.
 - C the advertising industry does not do enough for the environment.

5. *The writer's conclusion is that...*

- A we should be free to choose the advertisements we want.
- B the role of advertising needs to be re-evaluated.
- C the advertising industry can help to make a better world.



Task III. Listen to an advertising expert talking about the evolution of music in the advertising industry and complete these sentences.

1. The definition of a jingle is a catchy _____.
2. Adverts are more _____ with a jingle.
3. A jingle is successful when consumers start _____.
4. The kind of songs and artists used in synchronisation are already _____.
5. Some advertising agencies have been taken to _____ by musicians.
6. Rock stars changed their attitude because of the _____ in the music industry.
7. Now some pop stars even _____ especially for adverts.



Task IV. Discuss these questions in class.

1. Do you think there is too much advertising? Is there any place or situation where you think it is not appropriate?
2. Can you remember any jingles from advertising? Which ones?
3. Can you think of a famous song that has been used to advertise a product? What was the product? Would you buy it if you liked the song? Would you avoid buying it if you did not like the song?

Task V. You have received a letter from Suzie Sharp at “Grab” Advertising Agency. She wants to meet you to discuss a television ad for your range of street fashion clothes. Read this extract from her letter and reply using the notes.

“We need to decide if you want to use a jingle or some authentic music for the ad. The first solution is cheaper but probably not as effective, especially for your kind of product. I suggest we have a

meeting. I can come in November with some ideas to show you. When are you free?"

In your reply (60–80 words) include these points:

- thank her for her letter;
- ask her about the difference in cost between the two proposed solutions;
- tell her that you are happy to meet her;
- suggest a date and time.

Extension Activity

*For more practice go to **Miscellanies** (Tasks I–VII).*

UNIT II

ADVERTISING MEDIA

Text 1

Advertising Media

Task I. Study the information of the article carefully and characterize each means of advertising media.

The choice of the media for an advertising campaign depends on several factors, including:

- size, nature and location of the target market;
- what proportion of the target audience will be exposed to the ad;
- the product or service to be promoted;
- the cost.

TV

This is still the most popular choice given its high impact and wide national reach. It is effective for creating brand awareness and selling consumer products. However, with the large number of satellite and cable TV channels now available, it is no longer sufficient to advertise just on the top three or four networks, but it is essential to choose the channel and programme with the specific demographic required. TV advertising is extremely expensive, especially for the prime time slots such as early evening or during sporting events, and similarly the investment needed to produce the ad itself is huge. Another downside to TV advertising is that new digital technology allows viewers to skip adverts during playback or viewing, or viewers may just take a break or channel hop during the commercial breaks.

Press

The press has a leading role in advertising campaigns. Printed adverts have the advantage that they can be kept, are often seen repeatedly and can contain more information or details than a TV ad. Their visual impact is still great even without sound or movement. Depending on the target, in an ad campaign it is possible to include international, national and regional newspapers (often a specific section like business, sport or fashion) and general interest or special interest magazines (e.g. computer, sport, hobbies). Naturally, a full colour ad in a glossy magazine is more expensive, and reaches a larger audience, than a black and white ad at the back of a local newspaper.

Radio

This is a cheaper alternative to TV advertising, both to purchase the airtime and to make the ad. It can be national or local but does not reach the same number of people as TV. The creation of the ad has to be carefully considered as it cannot rely on the impact of visual images.

Outdoor

Outdoor advertising includes billboards, posters, street furniture and electric signs in public places such as the street, shopping centres, airports, stations and on public transport. Some are much more permanent and have become almost part of the background, while others are changed more frequently, such as on public transport, to maintain impact. The target is the general public, although the location, for example in a football stadium or near a school, can target a more specific market segment.

Digital media

The most rapidly growing sector, Internet, offers targeted advertising worldwide 24/7 with banners, pop up ads, and pay per click advertising, as well as one-to-one emails. Digital advertising is inexpensive, can use sound, visuals and motion to create impact and it is easy to update and evaluate the success rate. A disadvantage is that these ads are very easy for users to ignore while surfing and to delete from their inbox. With social media and apps, advertisers are able to form a more direct contact with consumers, especially young people, creating a global community around a brand or product with consequent positive effects on sales and brand identity. Another advantage of social media is how swiftly messages can be spread. Viral ads*, for example, can be posted on YouTube or Facebook where they are noticed by net surfers and shared immediately, quickly reaching millions of hits.

It is essential to find the right media mix in order to be sure that the campaign is as successful as possible and the advertising budget is well spent. The incredible growth of digital media and its huge potential means that companies need to find the **right mix of traditional and digital media** to stay ahead of the competition and keep in touch with consumers. In conclusion, the more a consumer is engaged with an ad, the more likely he or she is to buy the product or service.

*A viral ad relies on internet users passing on messages which then spread rapidly across the web, much as a computer virus would.

MORE ABOUT...

In order to promote their services or products, B2B advertisers use the trade press – magazines and other publications focusing on specific trades or industries – in order to be able to reach the correct audience and decision makers in a cost-efficient manner.

There are various organisations, such as the **Advertising Standards Authority**

(ASA) in the UK, which regulate all forms of advertising and check advertisers’ compliance with the rules. For example, there are certain products like tobacco and alcohol which cannot be advertised close to schools.

Task II. Using the information of the text complete this table.

Advertising media	Advantages	Disadvantages
press		
TV		
radio		
outdoor		
digital media		

Task III. Which advertising media do these terms refer to? Write a definition for each term.

1.	prime time slot	TV	<i>space in a TV programme during early evening or during sporting events</i>
2.	channel hopping		
3.	glossy magazine		
4.	trade press		
5.	billboard		
6.	street furniture		
7.	banner		
8.	pop up ad		

Task IV. Discuss which media or mix of media would be most appropriate to advertise these products and services.

- a shampoo available in supermarkets
- a low-cost dental surgery in your town
- a local repair service for electrical appliances
- cruise holidays in the Caribbean
- a website selling children's toys
- an energy drink

Text 2

A Short History of British TV Advertising

Task I. What is your opinion of TV advertising? How successful do you think it is?

Task II. Read this article about the early days of British TV Advertising. Some paragraphs have been removed from the article. Choose from paragraphs A-H the one which fits each gap (1-7). There is one paragraph which you do not need to use.

Television advertising in Britain began on 22 September, 1955 with the **inaugural** broadcast of ITV, the first commercial television channel. Up to this point, the only television channel was the BBC, which operated a strict policy of no advertising. Viewers seemed happy with this arrangement, and less than enthusiastic about the prospect of advertising on their screens. Most commentators gave the new ITV station little chance of success.

1

The early commercials were rather different from those we familiar with today. Most noticeable is that they were in black-and-white, but they were also much longer than today's adverts, and they were far more **stilted**. In effect, they were moving newspaper adverts. In part, this was a result of the lack of experience in television advertising in Britain. But, more importantly, it was because the television industry was concerned not to appear too American – the bogey of public service broadcasting.

2

The morning after the first commercials appeared, Bernard Levin wrote in the *Manchester Guardian*: “I feel neither deprived nor uplifted by what I have seen ... certainly the advertising has been entirely **innocuous**. I have already forgotten the name of the **toothpaste.**”

3

Other formats followed, this time in the no-man’s-land between advertisement and editorial. These were known as time spots and advertising magazines. In time spots, the advertiser booked the station clock and tied in his product with the time announcement. “Time to light red-and-white” claimed one cigarette manufacturer. Other punctual advertisers were Ever-rite watches and Aspro. The Independent Television Authority (ITA) regarded the time spots as annoying and abolished them in December 1960.

4

In first appeared in the spring of 1957. It relied on a believable story line, recognizable characters and the warm personality of the landlord. Products, from the familiar to the **outlandish**, were skillfully woven together each week. After the demise, of the ad mag format, the same actors appeared running Jim’s stores in a series of adverts for Daz, continuing the successful mix of popular proprietor and “good” advice.

5

The type of products advertised on television have changed over the years. In the 1950s advertising was dominated by the soap powder manufacturers and food advertising. In the 1960s there was little car advertising, due to an agreement between manufacturers. The car manufacturer Datsun arrived from Japan in the 1970s and broke the cosy agreement between the cartel not to advertise.

6

In the 1980s advertising changed again. New outlets for the message arrived in the form of Channel 4 and Breakfast television, but they were also cultural changes brought about by Thatcherism. The

possibility of advertising on the BBC replacing the licence fee was strongly suggested by the Adam Smith Institute. Their report went on to recommend that cigarette advertising, banned in 1965, should be reinstated. (The BBC still does not carry advertising, and the ban on tobacco advertising remains in place.)

7

Television advertising has come a long way since 1955. Many products have disappeared from the screens and been replaced by ones undreamt of forty years ago. But the great adverts live on in the viewer's memory.

A	The '70s brought us new ads such as the Smash Martian and the Hamlet cigar adverts. Old favourites remained on the screen, often with a new twist to liven up a familiar product: thus, the popular star of one series of ads, Katie, was sent to America with her family, letting her explain all about Oxo to her new American friends while giving an added gloss to a familiar product.
B	The advertising magazine ran for a few more years until 1963 when it, too, met its end. Created to encourage small advertisers who could not afford their own ad slot, they had a loose story format and each episode featured a collection of products. The most famous was <i>Jim's Inn</i> , set in a hotel with Jimmy and Maggie Hanley as the owners.
C	The first commercial was for Gibbs SR toothpaste. It featured a tube of toothpaste, a block of ice and a commentary about its "tingling fresh" qualities. Its style was jerky and uncertain. Typically, of the early adverts, any single frame could be used with a written caption as a newspaper advert. The first Persil adverts were actually adapted from their familiar posters, with dancers and sailors in different shades of white and the announcer reassuring us that "Persil washers whiter. That means cleaner."
D	ITV's detractors claimed it would be too American, the British public would not want their programmes interrupted by adverts and it would never be as good as the BBC. Bound up with the new challenge to the BBC was the issue of advertising. The British, it seemed, felt that the proper place for advertisements was in newspapers. When it came to television, nobody could have predicted the relationship that the viewing public would later have with their favourite TV ads. But that was still a long way off.
E	Until the 1970s, the advertisers' approach was very much to tell the

	viewer why they should use that product. The style changed in the 1970s, with viewers being invited to share in the lifestyles and values of the characters using the product on screen. Whether as a result of the introduction of colour spurring people on to new heights of creativity, or simply because viewers were now television-literate and demanded higher production values, adverts in the 1970s were noticeably different from what went before.
F	This emphasis on money was to change the face of advertising completely. Soon, major corporations started to grow up around the new industry, and the type of programmes shown was dictated by large financial concerns. Gone were the days when the television-viewing public actually had a say in what they watched. From this point on, we would be subjected to sponsorship by all kinds of manufacturing and service industries. Nor were we likely to forget, with their constant reminders that “This programme is brought to you by Smiths – the tastiest crisps money can buy.”
G	Clearly, there was a need for more effective advertising, and a presenter commercial was a standard format which was arrived at very quickly. The presenter, often a personality with whom the viewers would be familiar from popular programmes or the theatre, would appear using the product and extolling its virtues , perhaps with the aid of a chart or “scientific” demonstration. At the end, a sincere out-of-vision announcer would recap on why that presenter had chosen the product. It was a popular, easy-to-write format that could be produced with minimal sets and therefore was cheap to make. Even so, many of the early presenters seemed to confuse shouting with communicating.
H	Interactive adverts started to appear in the late 1980s. The first was an advert for Mazda cars. In this, viewers were instructed to video-record the ad and play it back frame by frame. On doing so they were able to take part in a competition to win a Mazda car. First Direct also ran interactive adverts, simultaneously on ITV and C4; by switching between the two channels, viewers could see either a positive or a negative outcome to the story. Neither of these examples were truly interactive, but they did force viewers to become more involved.

Task III. Choose the parts of the completed text which helped you to choose which paragraph goes there.

Task IV. Match the phrases from the text (A–H) to their synonyms (1–7), then make your own sentences.

A outlandish	1. encouraging
B stilted	2. inoffensive
C inaugural	3. first
E extolling its virtues	4. praising
F giving an added gloss	5. enhancing
G innocuous	6. unusual
H spurring on	7. strained

Task V. Describe your favourite TV advertisement and explain why you like it.

Text 3 Analysing Adverts Features of an Advert

Task I. Read the text and complete the sentences below using your own words.

LOGO

The logo is the immediately recognisable and distinct symbol which is associated with an organisation or a company. It is used in advertising, but is also seen on the company buildings, vehicles, stationery and products.

BRAND

This is the name that identifies a particular product.

IMAGE

This is an extremely powerful element in all types of advertising, except radio which obviously relies on its auditory impact. An image is capable of creating a myriad of emotions – from making us cry to making us laugh, reflect and remember. Ads often make use of stereotypes as a shorthand way of communicating a set of meanings and gender stereotypes are perhaps the most common. Men are shown as practical, wearing executive suits and watches, being taller than women and are associated with heavy machinery and business decisions. Women are decorative, associated with kitchen equipment, domestic financial decisions and are often shown lying down on beds and floors. Given that a lot of our self-identity may stem from the images and messages in advertising, stereotyping however can be potentially harmful.

LANGUAGE

Whether it is written or spoken, language is essential to the success of an advert. Top copywriters are well-paid to come up with the next unforgettable slogan, the catchiest headline or persuasive – but not obvious – body copy or dialogue.

As advertising is directly addressing a potential customer, one of the most used words is **“you”***. Short, active words have a lot of impact and catch attention and verbs are often in the imperative form to encourage action. In outdoor advertising, for example a billboard, it is normal to have only one or two short sentences or slogans as people do not have enough time to stop and read the entire ad as they would with a magazine or a newspaper. Repetition helps reinforce the message. Other devices, such as alliteration, assonance, similes, metaphors, puns and word play are also common. However, humour must be used with caution, especially in an international campaign, as what is funny in one country might not be in another.

Cultural references and foreign words can also be used, but within a carefully considered demographic target, otherwise the risk is to alienate those that do not understand the language or do not have the cultural background to understand the references.

*L’Oreal’s global advertising slogan, for example, has changed over the years from *Because I’m worth it*, to *Because you’re worth it* and currently to *Because we’re worth it*.

1. A logo differs from a brand because ...
2. Gender stereotypes are when men are portrayed as ... and women as ...
3. Stereotypes may be dangerous because ...
4. The word “you” is used frequently in advertising because ...
5. Repetition, alliteration and similes are examples of ...
6. In advertising, ... must all be used carefully.

Task II. Look at these pictures which show common images in advertising and answer the questions below.



1. What feelings and associations do these images suggest?
2. What kind of products are they often used to advertise?
3. Are they effective or too over-used?
4. Do you think using this kind of image promotes stereotypes?
Why/Why not?
5. Can using stereotypes in advertising cause offence? Why/Why not?
6. How do you think stereotypical images in advertising help or damage our view of gender in today's society?

Task III. Which of these slogans do you think are more effective / memorable? Why?



Task IV. Look at these images and write a slogan and headline for a print advert to attract young people to this hotel. Compare your idea with the rest of the class and then vote on the best version. Use the information about the hotel:

- It is located on a Caribbean island, right on a sandy beach where lots of watersports are available.
- There is a tiki bar on the beach, a large infinity pool, with poolside bar, two restaurants and a spa.

absolutely astounding/fantastic/unique/incredible location
a really adventurous/peaceful/lively/luxurious atmosphere

Task V. Match the functions from the box to the correct description.

Talking about the emotions	Talking about how an ad persuades
Talking about the features	Talking about the target

1. _____
This kind of ad probably appeals to professional people.
People in the western world can identify with this ad.

2. _____
It creates a feeling of peace and tranquility.
The atmosphere created is fun and light-hearted.
The mood is quite dark and sombre.
The main image conveys a sense of freedom.

3. _____
The font highlights the strong personality of the testimonial.
The colours consist of soft hues which are suitable for the romantic nature of the ad.
It has a bold and aggressive colour scheme which immediately attracts your attention.
The minimal language does not distract from the main message.

4. _____
It makes you want to become part of a group.
The ad does not actually get the message across very well.
You associate the product with a positive ideal.
It represents a personal ideal or goal and makes it seem obtainable.

Text 4

Best Advertising Slogans of Modern Brands

Task I. Read and translate the text. Do you know the Russian equivalent of each slogan given in the text? If not, translate them and compare your ideas with the ones of your groupmates.

We live in an age of advertising where all brands, whether big or small, use a slogan to stand out. An advertising slogan is like a brand belief that highlights the core essence of the brand.

There are so many company slogans out there, but the best advertising slogans are the ones that truly bring out the very reason a brand exists for.

We've compiled a list of some of the best advertising slogans of modern brands and have ensured that this list is comprehensive enough taking into account a variety of company slogans, but if you think we've missed an important one that you consider best, leave your choice in the comments section below and we'll review it for inclusion in this list.

So how are best advertising slogans determined? What makes an advertising slogan average, good, or the best?

We'll take you through a detailed guideline on what makes an advertising slogan "the best", in one of planned posts in the near future. But as a top line for now, best advertising slogans are the ones that truly describe what a brand, or a company, stands for in the shortest catch phrase possible; something that sticks to the consumers mind and helps the product to stand out.

As I mentioned earlier, it should highlight what a brand exists for! It should convey what is it that this brand is in the market to do? Of course, every brand is there to make money, but from a consumers point of view does an advertisement slogan say enough? Does it really tell the consumer what need / desire is this brand going to fulfill?

Check our list of the best advertising slogans.

The List of the Best Advertising Slogans

1. Harley Davidson – American by Birth. Rebel by Choice.
2. Volkswagen – Think Small.
3. Porsche – There is no substitute.
4. Aston Martin – Power, beauty and soul.

5. Walmart – Save Money. Live Better.
6. Reebok –I am what I am.
7. Nike – Just do it.
8. Adidas – Impossible is Nothing.
9. Calvin Klein – Between love and madness lies obsession.
10. Marks & Spencer – The customer is always and completely right!
11. Levis – Quality never goes out of style.
12. Tag Heuer – Success. It's a Mind Game.
13. 3M – Innovation.
14. IBM – Solutions for a smart planet.
15. Sony – Make Believe.
16. IMAX–Think big.
17. DuPont – The miracles of science.
18. Energizer – Keeps going and going and going.
19. PlayStation – Live in your world. Play in ours.
20. EA – Challenge everything.
21. Blogger – Push button publishing.
22. Canon – See what we mean.
23. Nikon – At the heart of the image.
24. Kodak – Share moments. Share life.
25. Olympus – Your vision. Our future.
26. FedEx – When there is no tomorrow.
27. Red Cross – The greatest tragedy is indifference.
28. Disneyland – The happiest place on earth.
29. Holiday Inn – Pleasing people the world over.
30. Hallmark – When you care enough to send the very best.
31. Fortune – For the men in charge of change.
32. Ajax – Stronger than dirt.
33. Yellow Pages – Let your fingers do the walking.
34. McDonalds – I'm loving it.
35. KFC – Finger lickin' good.
36. Burger King – Have it your way.
37. Coca Cola – Twist the cap to refreshment.
38. M&Ms – Melts in your mouth, not in your hands.
39. Nokia – Connecting people.
40. Vodafone – Make the most of now.
41. Coca Cola – Open Happiness.

42. Solex – It’s Style.
43. Red Lobster – Seafood Differently.
44. Mazda – Zoom Zoom.
45. Coca Cola – You can’t beat the real thing.
46. Apple – Think different.
47. Coca Cola – Open Happiness.
48. Coca Cola – Enjoy.
49. Jaguar – Own a Jaguar at a price of a car.
50. Marathon Petroleum – Fueling the American Spirit
<http://www.advergize.com/>

Task II. Look through the list of the best advertising slogans, and leave a comment below of which ones you like the most. Explain why.

Text 5
Product and Corporate Advertising

by Jay Branegan

Task I. Read the article and choose the best sentence (A–I) from the list below the text to complete each gap (1–6). There are some sentences you do not need to use.

Would you call your friends if it meant hearing ads every three minutes - er, make that free minutes?

You pick up the telephone, dial the number and before it rings a cheerful voice says, “Hello! This call is sponsored by...” (1) _____. We’ve come to tolerate (maybe) TV ads that cut into movies just at the dramatic moment, or intrude on soccer matches right when a crucial play begins. In American football, referees even halt play for commercials. But how many people would be willing to have a *phone call* repeatedly interrupted for – “a brief word from our sponsor?”

Answer: *plenty*.

That’s the verdict from Sweden, were an outfit called Gratistelefon is offering free, advertising-supported calls in a two-month trial. Lines are overloaded. (2) _____. They are not, it seems.

A caller dials a toll-free number, then dials any other number in Sweden.

(3) _____. There's no charge for as long as the caller – or the person called – wants to talk, or is willing to have conversation punctuated by chirpy jingles.

(4) _____. But giveaways know no age barrier, says Broden. “We were a bit amazed, but we're getting lots of middle-aged and older people. For them it's no bother.” He wouldn't confirm published reports that the system is getting 30,000 callers a day, but did say it is so popular that on some evenings the circuits are jammed.

And what's in it for advertisers in this brave new medium?

(5) _____. “Because the ad is only 10 seconds long and your friend is waiting on the line, you can't really go to the bathroom,” says Broden. “It's very cost-efficient.” A handful of organizations, including a movie theater chain, a radio station, a snacks company and a charity, are already running ads, which cost about 13 cents per spot, and dozens more have expressed interests Gratistelefon has bigger, not to mention Big Brother-like plans. (6) _____. Then, different callers might hear different ads, tailored to the advertisers' needs. There's even the technology to play separate ads to each person on the line the earlier from the rural north might hear a pickup truck pitch, while the recipient in Stockholm could listen to one for a local restaurant. The company plans to extend the service nationwide in Sweden in the next few months, and it has been deluged by inquiries from other countries. If the (READ TIME!) idea catches on and (READ TIME!) consumers elsewhere prove tolerant (READ TIME!) of such interruptions, who knows where it may lead?

A. Each ad has a very small – but equally captive audience.

B. Gratistelefon leases capacity from other telephone operators at bulk rates.

C. “We were afraid consumers would be annoyed by the breaks”, says Petern Broden, the marketing director.

D. Future customers will have to provide a telephone number and all important demographic data – age, sex, marital status, address and so on.

E. We put up with commercials between songs on the radio.

F. They hope to make profits by charging advertisers for the chance to reach the world's most narrowly targeted audience.

G. Not surprisingly, young people and students have been the biggest users in the test.

H. Although Sweden's telephone market has been competitive for some time, long-distance charges can still be high.

I. The caller hears one 10-second ad while the connection is made, another in a minute, and then one spot every three minutes.

Task II. Combine a word from A with one from B to get an advertising and public relations term.

A	B	Term
target	sell	
celebrity	logo	
hard	audience	
company	endorsements	
ad	launch	
publicity	event	
public relations	agency	
product	stunt	

Task III. Write down the terms of Task II to the definitions below. Translate the terms and their definitions into Russian.

	an aggressive, persuasive way of selling a product
	the marketing and advertising effort that is organised to promote a new item when it goes on the market
	a printed symbol that stands for a business or their brand
	an organised gathering to get media coverage for a brand, product or store opening
	the demographic group that an advertising campaign is aimed at
	well-known people promoting a particular product
	a firm that specializes in creating advertising campaigns for businesses
	an unusual, sometimes shocking action intended to attract people's attention in order to promote a brand or product

Text 6

5 Most Common Advertising Techniques

Task I. Read and translate the article into Russian.

A successful advertisement creates a desire in viewers, listeners or readers. It also provides information on how to fulfill that desire and makes the potential customer feel good about doing so. With so many products and service providers in the marketplace, using a proven technique in your advertising increases the likelihood that your ad dollars will return value. Basic techniques used in propaganda transfer successfully to advertising and remain the most frequently employed.

Repetition

Repetition is a simple yet effective technique used to build identity awareness and customer memory. Even advertisements using other successful approaches mention the product or company name more than once, particularly in television because its combination of sight and sound, allows the advertiser to disguise the repetition by changing its delivery (from visual to audio). An ad first shown during a Super Bowl broadcast for a product called HeadOn remains the classic example of this advertising technique. Though the advertisement never explained what the product does, viewers remembered its name.

Claims

Advertising that describes a product, promotes specific features or makes claims about what a product or service can do for the potential customers provides successful results by informing, educating and developing expectations in the buyer. Claims can state facts such as “locally grown” or “new, low price”. Claims can also use a bit of hype, such as calling one brand of orange juice “high in vitamin C” or labeling a toy “loved by kids everywhere”. Claims like these can grab a shopper’s attention and hopefully help close a sale, but be careful to avoid exaggerations that could be considered blatantly untrue, as these could lead to legal problems.

Association

Associating a product or company with a famous person, catchy jingle, desirable state of being or powerful emotion creates a strong psychological connection in the customer. Sporting equipment companies use successful athletes in their ads, automakers display their cars in front of mansions, brewers show their beer consumed by

groups of friends having fun and cosmetic companies sign celebrities to represent their products. These ads encourage an emotional response in customers, which then is linked to the product being advertised, making it attractive through transference.

Bandwagon

The bandwagon technique sells a product or service by convincing the customer that others are using it and they should join the crowd. Other bandwagon advertisements suggest that the customer will be left out if they do not buy what's being sold. These ads often employ "glittering generalities", words linked to highly valued ideas or concepts that evoke instant approval, which may or may not relate to the subject of the advertisement. "America loves..." connects patriotism with a product, creating an automatic positive response.

Promotions

Coupons, sweepstakes, games with prizes and gifts with purchases create excitement, and participation encourages customers to build a relationship with the sponsoring product or service. The attraction of getting something "free" or earning "rewards" makes promotions successful. Limited-time offers and entry deadlines add urgency to this advertising technique's call to action.

<http://smallbusiness.chron.com/>

Task II. Speak about the most common advertising techniques. Which one/ones do you think is/are the best and why?

Text 7

Tips About Advertising

by Rick Suttle

Task I. Read and translate the article into Russian.

Small companies use advertising to build brand awareness. The challenge with advertising is determining how much to spend as well as which advertising vehicles to use – whether online, newspaper, magazine, radio, TV or even direct mail advertising. Company managers must choose the right combination of ads for their business to effectively reach customers. Certain tips about advertising can help improve a small company's success.

Choose the Right Target Audience

Small companies often use warranty cards and phone surveys to determine common demographics among customers. For example, a small regional clothing company may determine that most of its customers are female, 25 to 34 years old, with an average annual income of \$75,000. Knowing the profile of your key customers can better help you target your advertising. In the retailer example, the owner may consider getting a mailing list of 25- to 34-year-old females with higher incomes from a mailing list vendor such as the Direct Marketing Association. She then could send women in this demographic group, including non-customers, brochures and specials.

Use the Right Advertising Mix

Advertising mix pertains to the various types of advertising you will use. For example, you may include direct mail, print and online advertising in your strategy. One way to determine which advertising vehicles will work is to ask your customers. Have customers fill out surveys about where they heard about your business. You also can conduct phone surveys in areas surrounding your business. If customers received direct mail or found you through Internet yellow pages, you should include direct mailings and Internet ads as part of your advertising mix.

List Key Benefits in Your Ad

The article “Top 10 Tips for an Effective Advertising Campaign” on AllBusiness.com notes that whichever advertising methods you use, you always should list key benefits about your product or service in your ad. Key benefits are your core competencies; they are what set you apart from your competitor. If your company is known for having the highest quality products, state that in benefit form, such as “Our products are extremely durable and made to take a beating”.

Use the AIDA Formula

AIDA is an acronym for attention, interest, desire and action. Any advertisement you place should use the AIDA formula in succession, AllBusiness.com notes. For example, the heading should grab the attention of the reader. Subsequently, the body of the ad should be compelling enough to keep the reader’s interest. By the time the person is finished reading the ad, he should have a strong desire to own your product or use your service. This desire should spur him to action, such as driving to the store and making a purchase. Special

discounts can work well in getting customers from the desire to the action stage, especially if the deal has a short expiration period.

Test Your Advertising

Test your advertising early on. Coupons are easy to test; you can determine the number of people who redeem them. Direct response or mail-order advertising also is easy to track, as you can key the order forms with the dates in which you advertise. Other advertising media is more challenging to track. Try keeping a log near the phone and develop a habit of asking the customer where she heard about your business. Testing ads will enable you to determine which ones are working and which ones are not. You can then drop ineffective ads and increase ads that are more effective.

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Task II. Discuss the given tips about advertising. Suggest your own ones (2-3) and explain why they are important to be followed.

Extension Activity

For more practice go to Miscellanies (Tasks VIII–XIII).

Unit III
THE ROLE OF ADVERTISING

Text 1
The Role of Advertising in Media

Task I. Read the article and match the headings (A–F) with the paragraphs (1–6).

A	Spreading Awareness through Advertising
B	Increasing Customer Demand
C	Increased Company Profits
D	New Ways of Getting Messages Across
E	Spending Money on Advertising
F	Popularizing a Brand

1

In the 20th century, the media was dominated by print, radio, and television, attracting a broad swath of the public, affording them the opportunity to read, listen, and watch the world around them in a way that they previously had not been able to do. Beginning in 1989, the World Wide Web was invented and it devised a virtual medium of software laid on top of the Internet physical wiring structure, which has since enabled the public to message, tweet, send and receive emails, photos and videos; and to interact with user sites such as Twitter, Facebook and many others.

Apart from imparting knowledge and connecting the world, media serves another role: *it* spreads awareness about products and services, broadcasting the benefits of specific products and services, via advertising.

2

The advertising industry is huge. Advertisers spent a grand total of \$267 billion in 2016, much of it from the rapidly growing companies in China like *Alibaba*, *Procter and Gamble* spent more on advertising than any other company, a whopping \$10.5 billion, followed closely by the electronics company, *Samsung*, with expenses of \$9.9 billion. Car companies like *Ford* and *General Motors*, and consumer firms like *Amazon* were also among the big spenders.

Many companies spend a lot of money on advertising, relying on the various forms of media out there to spread awareness about their products and increase their sales. Here is a breakdown of the role of advertising in the media.

3	
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Advertisements alert people about new products and services in the market that could potentially fulfill their needs or solve their problems. A typical advertisement will tell you what the service or product is, where it can be bought, for how much, by whom, and why it should be bought. This is possible through the power of the media to reach millions of people at the same time.

4	
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Think of all the popular brands you know, such as *Coca-Cola* or *McDonald's*. These brands are where they are today because they utilized the phenomenon of advertising well. Through constant republishing and replay to large groups of people, the media popularizes the brand. Many people see it multiple times, and it sticks in their heads. Eventually, when they see it out there, they will recognize it and are more likely to buy it.

5	
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The target audience of advertisements is typically large, whether you're advertising in social media, print media, radio, or television. A well-crafted advertisement will convince the public that they should buy the product or subscribe to the service being advertised. As a result, whatever is already in the market becomes exhausted or oversubscribed, leading to an increase in demand for the product or service.

6	
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This one works for the same reasons as the previous one on demand. Advertisements are usually displayed to large groups of people at the same time. This means that, even with a low conversion rate, many people will end up buying your products eventually. If you

execute your advertisement well, you will get a good conversion rate and great sales. Increased sales, of course, mean increased profits.

It all boils down to how well you do your advertisement. A badly executed ad will not do any good for your company, no matter how many people see it. A well-executed ad, on the other hand, can do wonders for your bottom line and turn your brand into a household name. Ultimately, it can't be denied that advertising in media is the fuel that drives global business.

<https://smallbusiness.chron.com/>

Task II. Give a summary of the article.

Text 2

Advertising & Its Impact on Business

Read and translate the article in written form.

Advertising is the arm of marketing concerned with sending messages to customers via traditionally one-way communication media. Advertisements can be created to appeal to a mass audience or a select target niche. Advertising can have a significant impact on the success of small and large businesses alike, and a sizable industry exists specifically to conceptualize, create and distribute advertisements.

Types

Advertisements can be placed on a variety of media. Television, radio, magazines and newspapers dominated the advertising world throughout the 20th century, but the Internet has continued to gain popularity among advertisers since its initial rapid growth in the 1990s. Advertising is not limited to media options; ads can be placed in physical locations, such as billboards and shop windows, as well.

As advertising media changes, business practices change in response, ensuring that the business world, and specifically marketing departments, never lies stagnant.

Purpose

Advertising strategies serve a variety of purposes. For new companies, brands or products, ads can serve to inform customers about the new product and stimulate interest in the marketplace. For existing players, ads can remind customers of the product's value,

suggest new uses for the product or encourage repeat purchases through promotions.

Competitive Advantage

Advertising can have a large impact on new businesses by creating large barriers to entry in established markets. Well-known companies with large advertising budgets and market-wide name recognition can have a significant competitive advantage over fledgling competitors. Companies with large budgets can also create counter-campaigns to negate the effects of new companies' advertising efforts.

Considerations

Businesses can choose to produce advertisements in-house – using the expertise of the owner or by employing specialists in their marketing departments – or to use the services of an advertising agency. The importance of advertising to all types of businesses has given rise to an entire industry of professional advertising consultants and ad production agencies. Using an ad agency can help you to produce high-impact advertising campaigns, but the cost can be high for newer companies.

Future

As a general trend, personalized advertisements are gaining popularity for a wide range of products and services. Intelligent ad placement mechanisms, such as Google's AdWords and Facebook ads, ensure that ads are viewed by the right people, maximizing the efficiency of advertising expenses. Advertisements sent to email and cellular phones can also be highly personalized, sending the viewers ads that for products complementary to things they have recently purchased.

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Text 3

Why Advertisements are Good

Task I. Read and translate the article into Russian.

Businesses vary greatly in terms of the goods and services they offer customers and how they produce and deliver their products and service to consumers. Every business needs to attract customers to be successful. Marketing describes the steps businesses take to attract and

retain customers, which includes creating advertisements that raise consumer awareness about products and services.

Advertising Basics

Advertisements can be beneficial to a business because they can inform new customers of the existence and virtues of its products and services. Doing so may increase the number of customers that frequent the business. The U.S. Small Business Administration lists the following as other potential benefits of advertising: increasing the loyalty of existing customers, replacing lost customers and encouraging existing customers to buy more of a company's products or services.

Establishing an Identity

Another reason advertisements can be beneficial to a business is that they can help a business establish an identity and a reputation within a certain industry. They can also help businesses build brand recognition. For example, an advertising campaign that focuses on a trademark symbol or character that is used in conjunction with a company's products or services might help consumers recognize the company's products and services when they are shopping.

Increasing Profits

The ultimate goal of a for-profit business is to make more revenue through selling goods and services than it spends. Advertising can be expensive, but if an advertising campaign increases revenues enough to offset the cost of running ads, they can result in higher profits. One of the main drawbacks of advertising is that there is no guarantee that ads will result in higher profits in the future.

Considerations

The advertisements businesses create in the U.S. are subject to legal regulation by the Federal Trade Commission or FTC. The U.S. Small Business Administration states that under the Federal Trade Commission Act, advertisements must be truthful and non-deceptive and they have to be able to back up claims they make. Advertising laws help protect consumers against false advertisements, which improves the information consumers can use to make decisions about which products and services to buy.

<https://smallbusiness.chron.com/>

Task II. Give a summary of the article.

Text 4

Advertising in Public Places: Like it or Love it?

Task I. Read the article about advertising in public places. Five people were asked for their opinions on the problem. For questions 1–10, choose from the people (A–E). The people may be chosen more than once.

Which person says that advertising ...

1.	can be uninteresting if there's a lack of variety?	
2.	has a mostly negative impact on the urban landscape?	
3.	can damage the appearance of the countryside?	
4.	may be a waste of energy resources?	
5.	can lead to a break of concentration in a job?	
6.	should not be allowed in certain public places?	
7.	can be a source of potential danger?	
8.	can sometimes make you feel better?	
9.	is good if it makes you think about something?	
10.	is useful in providing work for talented and creative people?	

A. Rob Stevenson, lorry driver

The main problem is that the location of posters can be a safety hazard if they block your view of junctions or road signs. I'm not distracted from driving by the content so much, just by the fact that a poster is there. I've no time to read them or study them, though the names of products must stick in your memory. Posters in fields get a lot of attention because you certainly notice them as you drive down the motorway. They must be a bonus for the farmer who gets an income from them, but I suppose they do make a bit of a mess too many posters on the roads not compared with some countries I've driven through.

B. Josie Pelham, cabin crew

Walking through airports in uniform, I tend not to look around too much. That's because I run the risk of being asked questions by confused passengers who mistake me for ground crew, but helping them is not my job. But adverts in airports have a captive audience because people end up hanging around waiting for delayed flights in lounges or at boarding gates, so in those places they must work well

for the advertisers. When travelling, an amusing advert can brighten up my day, but I do tend to see endless dull adverts for banks round the airport and they don't fit into that category! Planes are even being painted externally to carry advertising. I saw one decorated to advertise house music in Ibiza. How cool is that?

C. Damian Stenton, lawyer

To be honest, I can take or leave street advertising – I don't pay it much attention and posters aren't that obtrusive. I don't even mind posters in the countryside, though I know that's an issue for some groups in society. Some of the paper posters are being replaced by TV screens. I guess that enables the company to make more money, as they can switch adverts easily – and it also saves paper. But it's rather environmentally unfriendly as each advertising screen obviously has to be powered by electricity. At a time when we're all being urged to cut down on consumption of precious resources, putting up TV screens everywhere seems rather counterproductive.

D. Danni Rochas, interior designer

I often feel surrounded by posters and advertising, it seems to be taking over our city. I am reminded of an episode of *The Simpsons* where the town's outdoor advertising comes to life and hunts down the residents. I'm resigned to the fact that posters are necessary commercialisation, but I find them less annoying when they "give" something positive in exchange for being such an intrusive presence on the urban landscape. Occasionally, though, advertisers find a new angle on an issue that's really thought-provoking and that must be positive. So maybe I'd prefer it to exist rather than not.

E. Naomi Hesketh, student

I try to walk straight past most posters as if they weren't there, but some do manage to grab your attention nonetheless. I really like those that are colourful or imaginative. I think advertising allows lots of clever people to reach a wide public with their ideas, and we all benefit from that. Why would you even look at a boring poster? I think production values are important, too, in making you trust the advertiser. I agree with banning posters from parks and on historic buildings, but there's nothing wrong with them in shopping streets and main roads. They make the environment brighter.

Task II. Look through the text again and say whose opinion appeals to you most. Explain why.

Text 5
Those Crazy Kids

Task I. You're going to read an article about young people and advertising. Before you read, discuss the following.

1. What sort of advertisements interests you? Do you have any favourite ads?
2. How do advertisers try to persuade us? Can you think of any adverts which make use of the following techniques:

celebrities	catchy slogans	humour
science	music("jingles")	mystery
surprise	repetition	wit

Task II. Look at the title and the introduction to the article. What does the writer suggest about young people and advertising today?

Read through the whole article quickly to find out what view of young people is presented and how this is affecting advertising.

The perception of today's youngsters as media-savvy cynics could hardly be further from the truth. Instead, this generation of keen consumers may turn witty advertising into an endangered species. Julia Day reports.

The youth of today are cynical, media-savvy, seen it all, done it all, wouldn't-be-seen-dead-in-the-T-shirt types who appreciate only the most aching trendy adverts, TV shows and magazines, right? Wrong: that was the last generation.

Today's youngsters don't "get" clever ads, are not in the least suspicious of commercials, don't know the difference between newspapers' political stances, or TV channels, and they don't mind admitting it. In short, they are not half as media, marketing and advertising literate as we might have thought, according to new research commissioned by five media groups.

As a result media companies and advertisers are going back to basics to arouse the interest of 15-to 24-year-olds with instant impact messages, plain product pictures, bigger posters, annoying jingles,

celebrity endorsements and repetitive ads. Today's youth are a far cry from today's thirtysomethings who grew up as commercially-naive kids.

Now a lifetime of MTV, the internet, dawn-till-dusk advertising and PlayStation gaming has created a generation so used to being bombarded with fast-turnover information, they filter it instantly without paying much attention to its meaning. "This is a generation of thoroughbred consumers," according to Stuart Armon, managing director of company that conducted research into the habits of the nation's youth. "Previous generations were suspicious of advertising, they might have liked ads, but they wouldn't necessarily buy the product. But this generation has been consuming since they were born. They don't see any reason to be suspicious," says Armon.

One young panellist in the focus group research embodied this attitude: "If the advert is good, you think their product will be good because the more they can spend on advertising, the more money they are obviously getting for their product." Armon says the trend has become more pronounced over the seven years that the continuous tracking study has been running, but has reached a peak in the latest round of interviews with 600 youngsters.

"Advertising is accepted and expected. Young people don't see anything wrong in being sold to and drink that if a product is in a TV ad, it must be good. It's a myth that they are interested in clever ads – they are not willing to decipher complicated messages, they want simple ones. They are looking for an instant message. If it's not there, they don't take any notice. And they literally, and naively believe celebrities in ads really use the products they are advertising," says Armon. A girl panellist from Birmingham commented: "In some of the Nike ads they've got all these well-known footballers. You think, 'Oh my God, they've got everybody famous there.' You think it must be good if they want it."

The youngsters only read newspapers for the celebrity gossip and sport, rather than news, and couldn't distinguish between papers' political stances. They also failed to distinguish between TV channels – they access TV through programmes, not channels, for example watching Sky because *The Simpsons* is on, not because it's Sky.

The results of the research deeply worry Sid McGrath, planner at an ad agency, but they do not surprise him. "My worry is that the

youth of today are not being called upon to flex their intellectual muscles enough,” he says. “There is instant gratification everywhere – in food it’s Pot Noodles or vending machines, even their pop icons are one-dimensional figures delivered on a plate. Young people are living vicariously through other people’s lives and are not asking for much at the moment. A lot of stimulation is ‘lean back’ – it doesn’t require as much involvement as it used to.”

He says advertising is changing as a result: “Lots of the most popular ads at the moment are happy, clappy, fun. Easy to digest. They’ve got no time or inclination to decode ads.” One reason behind the shift, McGrath believes, is that young people want relief from the traumas of real life: “Advertising is becoming the opium of the masses rather than the educator.”

Task III. Now read the article thoroughly. For questions 1–6, choose the best answer (A, B, C or D).

1. Research shows that, compared with the previous generation, young people today are

- A better informed.
- B more worldly-wise.
- C less perceptive.
- D more sensitive.

2. Advertisements aimed at the present young generation

- A are technologically sophisticated.
- B are making use of old techniques.
- C are becoming more subtle.
- D are using a variety of new techniques.

3. Young people seem to believe that costly advertising

- A means the product is probably overpriced.
- B makes no difference to the popularity of the product.
- C does not inspire consumer confidence.
- D is the mark of a good quality product.

4. According to Stuart Armon, youngsters today pay more attention to an advert

- A if its message is immediately obvious.

- B if it gives them something to think about.
- C if it has a witty element.
- D if it is on their favourite TV channel.

5. *Sid McGrath is concerned that young people these days*

- A are given too many choices.
- B are encouraged to eat too much.
- C do not get enough exercise.
- D are not required to think.

6. *According to McGrath, many advertisements today are adapting to satisfy youngsters' desire to*

- A forget their problems.
- B understand their problems.
- C see the funny side of their side.
- D find solutions to their problems.

Task IV. Match the words from A with their synonyms in B.

A	B
1) stances	a) change
2) to arouse	b) series
3) embodied	c) attitudes
4) (become) pronounced	d) satisfaction
5) decipher	e) work out
6) gratification	f) noticeable
7) shift	g) represented
8) round	h) stimulate

Task V. What do you think the underlined expressions in the article mean?

Task VI. Discuss the questions:

1. Do you agree with the writer's views on today's youth?
2. How do you think advertising will develop in the future?

Text 6
No Ads, Thanks!

Task I. Comment on the following:

A. What would the world be like without advertising?

B. Below is a list of things the experts say would happen if all advertising were banned. Do you think they would happen? Tick Yes or No.

	Y	N
Newspapers would cost three times as much.		
There would be half the number of magazines.		
There would only be two or three TV channels.		
Most products would actually cost less to buy.		
There would be less 'rubbish' on TV.		
There would be fewer products on the supermarket shelves.		
There would be fewer cultural events.		
Sportspeople like footballers would earn a lot less		

Task II. Read the article where seven sentences have been removed. Choose from the sentences (A–H) the one which best fits each gap (1–7). There is one extra sentence which you do not need to use.

Advertising is absolutely everywhere, and we can't escape it. It's in our supermarkets, along our roads, on the radio, in the newspapers.

1 _____

Hearts and minds

Some years ago, when adverts first came to our TV screens, people used to switch channel to avoid them. Today we do that less and less.

2 _____ In the UK, this new relationship with ads is called goodwill. Goodwill is used to describe how people enjoy watching adverts, particularly when what they seem to be selling us are dreams, good times or simply fun. The experts who analyse the world of advertising say that the latest ads do not just sell products, they sell lifestyles.

Advertisers want to reach into the hearts and minds of the people who are watching the ads. So, today's washing powders do not just

clean clothes, they make them “pure”. A car is not simply a means of getting from A to B, but it can give you a real buzz. **3** _____ This concept is carried to the extreme when an ad does not even show the brand it is trying to sell, what this seems to imply is that when you buy this product, you won t even have to introduce yourself! Other advertising techniques are a little more direct in their approach. Interactive advertising tries to create direct contact with its clients. One well-known chain of supermarkets in the UK has found a way to divide its customers into social groups (single people, families, and people with a healthy lifestyle) and has come up with a whole range of personalised products and services for them.

The Advertising Invasion

4 _____ Within a six month period each and every one of us is bombarded with about one million adverts on the radio, television, the Internet, newspapers and billboards.

Young victims

It is children who are often the invisible victims of advertising, because they do not have the tools to defend themselves against the skill of the advertisers. In Italy, for example, one third of all adverts sell food, with children and adolescents appearing in the adverts.

5 _____ However, in some countries – Sweden, for example – children are not even allowed to appear in adverts.

How can we defend ourselves against the might of advertisers?

Canadian Kalle Lasn has launched a magazine called Adbusters and an advertising agency called Powershift. **6** _____ Lasn takes the US as an example of a highly consumerist society. In the United States 1957, saw the greatest number of people express the greatest level of satisfaction with their lives. Since then, this level of satisfaction has continued to decrease.

7 _____

Non-marketing: live a less wasteful lifestyle by using less electricity and petrol and fewer raw materials.

Social Marketing: Live an anti-consumer lifestyle.

Demarketing: refuse to buy the products you see advertised.

A	The experts tell us that advertising really has invaded every aspect of our lives.
B	Their aims are to deconstruct adverts, to explain how the techniques used can influence us, and to try counteract the power of the big

	multinationals.
C	We have been working in the advertising business for over a decade and have never received any complaints as such.
D	Let's go right inside the World of Advertising to find out just how those clever advertising people make us want to buy things.
E	In fact, some ads are so exciting or funny that they are sometimes more interesting than the programme we are watching!
F	In his book Culture Jam, Las sets out three ways you can defend yourself against the influence of advertising:
G	These reinforce the negative models of behaviour which can lead to problems like bulimia and obesity.
H	A pair of trainers is not only comfortable but will turn you into a champion.

Task III. Read the article again and answer the following questions:

1. How have people's attitudes to adverts on TV changed?
2. According to experts, what is different about advertising today?
3. What is interactive advertising?
4. What effect can the use of children in ads have?
5. What is the idea behind *Adbusters* and *Powershift*?

Task IV. Match the words (1–6) to their definitions (a–f).

1	counteract	a	mould public opinion
2	deconstruct	b	without realising
3	influence	c	fight back against
4	lifestyle	d	change
5	switch	e	analyse and breakdown language codes
6	unwittingly	f	particular way of living

Task V. Write an essay giving your opinion on the following statement “Advertising is taking over our lives!”

A. Below is a plan of how to develop an essay. Read the plan and put the paragraphs of the essay into the corresponding order.

Plan

- 1 Paragraph one: include the statement declared in the task
- 2 Paragraph two: offer several ideas supporting one side of the statement

3 Paragraph three: provide points which support the other side of the statement

4 Paragraph four: conclude by summing up and giving your own opinion

Advertising is Taking over Our Lives!

A	While, on the other hand, the profits gained from advertising go towards many of the TV programmes we watch, and adverts today have become so sophisticated that they seem to be selling the key to our dreams.	
B	It's rather worrying to think that people are constantly being bombarded by adverts. They're on TV, on the radio, in the street, in magazines and newspapers. But it's children who are the real victims. They're the most vulnerable when it comes to advertising because they are so easily influenced.	
C	In my opinion, we should try and defend ourselves against advertising by becoming a little less materialistic. However, that might be quite a hard thing to do, considering the consumerist society we live in today!	
D	It is believed that people have become addicted to advertising. They can't make a simple decision for themselves anymore; they have to have someone telling them which brand of food to eat, which trainers to wear and which car to drive.	

B. Complete this plan with your own ideas for and against advertising.

<u>Reasons for supporting advertising</u>

<u>Reasons for going against advertising</u>

You don't necessarily have to agree with the statement declared in the task. Knowing how to agree and disagree will help you express ideas supporting both sides (for and against).

C. Choose the words and phrases in the essay in Task V which contain the type of language below.

a	giving your own opinion	
b	introducing supporting ideas	
c	disagreeing	
d	introducing a statement	
e	using linkers to introduce points	

D. Write the words and phrases below in the correct column in the table.

...is not necessarily so – In my opinion – For instance – On one hand – Therefore – There are many reasons for... – Moreover – There is no doubt that... – As – It is quite true that..., but – In my view – ...is in complete contradiction with... – However – In spite of – I totally agree with... – Despite – In my opinion – Nonetheless – In conclusion I don't think... – In short – Due to – Because of – It is only partly true that... – Lastly – In addition – Furthermore – To sum up – Although – Even though – If it were down to me – On the other hand – As I see it – Since – Owing to – ...seems obvious, but

<u>giving opinions</u>	<u>agreeing</u>	<u>disagreeing</u>	<u>linkers</u>
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Extension Activity

*For more practice go to **Miscellanies** (Tasks XIV–XIX).*

UNIT IV PUBLIC RELATIONS

Text 1 What is PR?

Task I. Read and translate the article into Russian.

Public image makes up 63% of the value of most companies today. When there's a mishap or when the company's reputation breaks down, it affects the company's entire corporate existence and its affiliates. It takes around 4 to 7 years to overcome a negative reputation. Hence it has become important for a company to invest in good public relations strategies to maintain a beneficial relationship with the public.

What is Public Relations?

Public relations is a strategic communication process companies, individuals, and organizations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialized communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

Objective of Public Relations

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

Functions of Public Relations

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. They rather promote the brand by using editorial content appearing on magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third party validation and hence isn't viewed with scepticism by the public.

The functions of public relations manager and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organization.
11. Dealing with public groups and other organizations with regard to social and other policies of the organization and legislation of the government.
12. Handling investor relations.

Types of Public Relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organizations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.

- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.

- **Internal Relations:** Counselling the employees of the organization with regard to policies, course of action, organization's responsibility and their responsibility. Cooperating with them during special product launches and events.

- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.

- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

Advantages of Public Relations

- **Credibility:** Public trusts the message coming from a trusted third party more than the advertised content.

- **Reach:** A good public relations strategy can attract many news outlets, exposing the content to a large audience.

- **Cost effectiveness:** Public relations is a cost effective technique to reach large audience as compared to paid promotion.

Disadvantages of Public Relations

- **No Direct Control:** Unlike paid media, there isn't a direct control over the content distributed through the earned media. This is the biggest risk of investing in public relations.

- **Hard To Measure Success:** It is really hard to measure and evaluate the effectiveness of a PR campaign.

- **No Guaranteed Results:** Publishing of a press release isn't guaranteed as the brand doesn't pay for it. The media outlet publishes it only if it feels that it'll attract its target audience.

Importance of Public Relations

With over 63% of the value of most companies dependent on their public image, public relations has become a very important topic today for numerous reasons:

Builds Up the Brand Image

The brand image gets a boost when the target customers get to know about it through a third party media outlet. A good public

relations strategy help the brand builds up its image in a way it wants to.

It's Opportunistic

Public relations strategies make the brand capitalize on the opportunities. Google was in the news for donating to Ebola. Facebook promoted LGBTQ rights. Coca-Cola did a PR stunt against obesity.

These opportunities even attract many influencers to share the brand story to their followers.

Promote Brand Values

PR is used to send out positive messages which are in line with the brand's value and its image. This builds up the brand's reputation.

Strengthen Community Relations

PR strategies are used to convey that the brand is as much part of the society as the target audience. This builds up a strong relationship of the brand with the public.

<https://www.feedough.com/>

Task II. Answer the questions below:

1. What is Public Relations (PR)?
2. What does Public Relations aim at?
3. Is PR the same as advertising? Why /Why not?
4. What are the functions of PR? Which ones are the most important? Why do you think so?
5. What does a PR department / agency do according to its type?
6. What are the advantages and disadvantages of PR? Try to explain each one.
7. Why is it important to invest in good PR strategies?

Task III. Speak about PR and its importance in our life.

Text 2

What is Branding?

Task I. Read and translate the article into Russian. Then make notes about the most important issues about *Branding*.

Branding is one of those marketing concepts that is a bit vague and can quickly become confusing, even for people who have

studied marketing. Today we are going to take a look at “what is branding” and try to provide a clear answer with simple words and examples!

In order to understand the concept of branding, first we need to know what products and brands are. Let’s go!

Product definition:

“Broadly, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas” (Kotler & Keller, 2015).

This means that a product can be anything from a hotel stay, a flight, a language course, to clothes, food, a toothbrush etc.

To illustrate the definition of a product and the role it occupies in defining branding, we will use the example of water:

Water is a free resource that every human being needs to live and survive. Yet it became a product the day humans and companies started to commercialize it, for example by selling mineral water in glass and plastic bottles.



But water always looks the same, isn’t it? It is liquid and transparent. So, how can different companies sell the same product but still convince people to purchase their bottled water instead of the one from the competition?

The answer is: by creating a brand.

Brand definition:

“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” (American Marketing Association).

You can consider a brand as the idea or image people have in mind when thinking about specific products, services and activities of a company, both in a practical (e.g. “the shoe is light-weight”) and emotional way (e.g. “the shoe makes me feel powerful”). It is therefore not just the physical features that create a brand but also the feelings that consumers develop towards the company or its product. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated.

A product can be easily copied by other players in a market, but a brand will always be unique. For example, Pepsi and Coca-Cola taste very similar, however for some reason, some people feel more connected to Coca-Cola, others to Pepsi.

Let’s illustrate this again with our water example. The product sold is water, but in order to convince people to purchase a particular water, companies developed different water brands, such as Evian, Perrier, Fiji or Volvic. And each one of these brands provides a different meaning to the product water:

- Evian makes you feel young
- Perrier is refreshing, bubbling and sexy
- Fiji Water is pure, healthy and natural ...and so on.



In the end, a brand is a person's gut feeling about a specific product or company. Each person creates his or her own version of it, and some brands increase or decrease in popularity because of how consumers feel about them.

Branding definition:

What is it?

"Branding is endowing products and services with the power of a brand" (Kotler & Keller, 2015)

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not.

The objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises.

Who does it affect?

Consumers: As discussed above, a brand provides consumers with a decision-making-shortcut when feeling indecisive about the same product from different companies.

Employees/shareholders/third-parties: Besides helping consumers to distinguish similar products, successful branding strategies are also adding to a company's reputation. This asset can affect a range of people, from consumers to employees, investors, shareholders, providers, and distributors. As an example, if you don't like or don't feel connected to a brand, you would probably not want to work for it. However, if you feel like the brand understands you and offers products that inspire you, you would probably desire to work for it and be part of its world.

How can it be done?

Companies tend to use different tools to create and shape a brand. For example, branding can be achieved through:

- *Brand definition:* purpose, values, promise
- *Brand positioning statement*

- *Brand identity*: name, tone of voice, visual identity design (which includes the logo design, color palette, typographies...)
- *Advertising and communications*: TV, radio, magazines, outdoor ads, website, mobile apps...
- *Sponsoring and partnerships*
- *Product and packaging design*
- *In-store experience*
- *Workspace experience and management style*
- *Customer service*
- *Pricing strategy*

In our example of branding water, packaging design and advertising are perhaps the most powerful tools used by marketers:

- *Packaging design* is the silent salesman that will grab busy consumers' attention in-store. It informs consumers about the product's properties and visually differentiates the brand from the competition on-shelf. A successful example in my eyes is Fiji Water, which managed to create a beautiful bottle design that perfectly reflects the brand's values: purity is reflected through transparency effects and nature is perceived through the image of tropical flower and leaves in the background.



Advertising is a powerful tool to create and shape a brand universe as it is very visual and tells a story about the product /company.

Conclusion:

In very simple words, a product is what you sell, a brand is the perceived image of the product you sell, and branding is the strategy to create that image.

<https://www.thebrandingjournal.com/>

Task II. What is the difference between a product and a brand?

Task III. Which brand definition is the best? Why do you think so?

Text 3
Brand Love

Task I. How many expressions with *brand* do you know? Match the terms in the box with their definitions.

brand awareness	brand loyalty
brand equity	brand name
brand extension	branding
brand identity	derived brand
brand image	off-brand

1. What a brand is called.
2. How much people are aware of a brand.
3. What a company wants people to think about a brand.
4. What people actually think about a brand.
5. When a product doesn't fit the company's brand.
6. The value (either monetary or not) that a brand adds to a product or service.
7. When people like a brand and buy it again and again.
8. When a product or service is associated with a brand.
9. When an existing brand is used to support a new range of products.
10. When a component of a product becomes a brand in its own right (e.g. Intel in PCs).

Task II. Read and translate the article from *The Marketer's Guide*.

by Peter Vane

Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?

In a word: no. I think that branding is the most important point your company can consider – and everyone should consider it. And those of you who sell to companies – office chairs, obscure chemicals, you know who you are – you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and speaks to your customer's head as well as his or her heart. You want your brand to be something the customer knows is the best – and feels is the best too.

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend:

"I'd never go anywhere without it!" "If I had to choose between my iPod and my girlfriend, well..." Despite the number of me-too products designed to compete with iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Task III. Answer the following questions.

1. How important is branding to a company?

2. How important is it in your culture and why?
3. Did you have a bad experience with some brand? Was it advertised with an amusing or a horrible commercial?

Task IV. Make a list of brands you like and brands you don't like. Explain why.

Billion-dollar brands

There are about fifty brands in the world which generate one billion dollars' worth of sales. The category with the largest number is the beverage industry. Four tobacco brands and three snack foods are also in the list. IT, diapers, soup, detergent, telecoms, chewing gum, film, and razors also feature. Can you name any of these brands? Which are the biggest in your country?

Text 4
What's that Smell?

Task I. What is your favourite brand of ...

- coffee?
- chocolate?
- soap?
- clothes?
- car?

Share your preferences with your groupmates and explain why you choose that particular brand. What is your choice affected by (the colour, packaging, advertising, price, logo)? Have you ever bought a product or service because of its smell? Why / Why not?

Task II. Read the article and put in the correct letter, A–G, for the missing phrases in the gap (1–7).

A	where the odour of waffle-cones were released into the air to encourage visitors to an out-of-the-way ice cream shop
B	that his grandmother used to make
C	which typically includes more than six smells
D	whose recently-introduced cell phone keypad was lavender-scented
E	when it began twelve years ago
F	why so many companies are now associating brands with a scent
G	who walk around reception will get a whiff of a chocolate chip cookie

David Van Epps opens his briefcase and touches several of the 72 bottles inside. “Here’s one you’ll like”, he says, taking the top off one. He dips a paper strip inside and waves it under his nose, breathing in deeply. It smells of sugar and butter like the “sugar cookies” (1) ____.

It also makes him think of money: sugar cookies is only one of 1,480 fragrances sold by Van Epps company ScentAir Technologies and used to improve brand identity.

Fragrance is as much a marketing tool these days as logo, a slogan or a jingle. Sony puts its customers “in the mood” or buying in its stores with the smell of vanilla and mandarin. At some Doubletree Hotels guests (2) _____. And Proctor and Gamble has experimented with ScentAir scents to attract shoppers to displays in stores, says Van Epps. “What’s better than having a brand people want to use because of fragrance?”

ScentAir first started putting that attitude into bottles (3) _____. ScentAir will charge as much as \$25,000 to create a custom blend, (4) _____. This year turnover has quadrupled as more marketers use scents to distinguish their brands.

Once a client selects a scent, ScentAir puts the liquid aroma in a cartridge that fits inside a device with a fan which pushes the smell into the air. You can control the strength with a dial. Monthly refills are \$ 100 per device.

Some companies want to make shoppers wait around longer in the hope they will spot something to buy. It seems to have worked at the Hard Rock Hotel in Orlando, (5) _____. Sales jumped 45% in the first six months after a ScentAir device was installed. Westin Hotels and Resorts contracted ScentAir for a white tea fragrance to put in its 127 properties. Added to this, the hotels have just started selling white tea-scented items, including \$36 candles.

Alan Hirsch of the Smell and Taste Treatment and Research Foundation in Chicago explains the reason (6) _____. “Smell has a greater impact on purchasing than everything else combined. If something smells good, the product is perceived as good”. There’s LG Electronics (7) _____, or the cherry smell from billboards advertising a new shampoo from L’Oreal. All we need now is a PC that can pick up aromas from websites.

Task III. Complete the sentences below about what you have read. Share your ideas with your groupmates.

- One thing that interests me about this is ...
- One thing that surprises me is ...
- One thing that I find hard to believe is ...

Task IV. Which smell could you use to brand the following?

- your company's product or service
- your college or university
- a new range of clothing
- cars
- a language course

Text 5

How to Discover and Create Your Brand

Task I. Read and translate the article into Russian.

Many people think that personal branding is just for celebrities, yet each and every one of us is a brand. Personal branding, by definition, is the process by which we market ourselves to others. As a brand, we can make use of the same strategies that make celebrities or corporate brands appeal to others.

First, you need to think about what face you want to show to the world and how you want to position yourself for success. Then you need to think about creating your brand. You can use these tools to highlight your brand and allow people to easily view what you're about.

Business Card: It doesn't matter if you're a university student, CEO, or a consultant, everyone should have their own business card.

Email address: your email address poses a great opportunity for your brand, so use something like gmail with your address as `firstname.lastname@gmail.com` rather than using silly expressions or nicknames.

Blog/Website: You need to own `yourname.com` or a website that aligns with your name in some fashion. If you have enough time and can accept criticism, you should start a blog rather than just have a static homepage. Bloggers will be at an advantage because blogs rank

higher in search engines and lend more to your expertise and interest areas over time.

LinkedIn, Facebook and Twitter profiles: Develop these carefully, paying attention to things like privacy settings, using the same photo/avatar on all of them and linking your profile to your blog or website.

Your CV and covering letter are just typical documents for applying for a job. They can be enhanced by a video CV, which you can upload to YouTube, and a portfolio. A CD, web or print portfolio is great way to showcase the work you've done in the past, which can convince someone of your ability to accomplish the same results for the future.

Task II. Look through the article again and choose the correct alternative.

1. Personal branding *is / is not* reserved for celebrities.
2. An individual *can / cannot* use the same tactics as a company for branding.
3. It is crucial to think about what image to present *to everyone / only to employers*.
4. A business card is *sometimes / always* important.
5. A sensible email address is *better / worse* for your brand than a ridiculous one.
6. If you have a blog, you *will / will not* be at the advantage.
7. Your social network profiles *should / should not* be linked.
8. A portfolio shows the work you want *to do / have* done.

Task III. Discuss the questions below with your groupmates.

1. Do you believe that ordinary people can be a "brand"? Why / Why not?
2. Is personal branding important to get a job? Why / Why not?
3. What could be the disadvantages to having such a massive online presence?

Text 6
Two Famous Brands

Task I. Look at the pictures and answer the questions below.



1. What do you know about these brands?
2. What is their reputation?
3. Are they popular among your friends and family?
4. Who are their rivals?

Task II. Work in two groups. One group reads about *Apple*. The other reads about *Starbucks*. Read your article and answer the questions. Then compare and swap the information.

1. When and where did the company begin?
2. Who founded it?
3. Where did the name of the company come from?
4. Why did the brand become a success?
5. Has the company's progress always been easy?
6. What makes the brand special?
7. What features of the product or company do people see as negative?
8. What are some examples of the company's products?

Text A

Apple

Mac or PC? For many, home computers have become synonymous with Windows and Bill Gates, but there has always been a loyal band of Apple users, whose devotion to the brand and its co-founder, the late Steve Jobs, is almost religious.

Within minutes of his death on October 5, 2011, Twitter was overwhelmed with tributes from shocked fans. In the hours and days that followed, thousands of people made their way to Apple headquarters in California and to Apple Stores right across the world to lay flowers and light candles. In a fitting tribute to this gadget guru, many held up an image of a burning candle on their iPhone or iPad. So how did a company named after a fruit create so many fans?

Steve Jobs and Steven Wozniak dropped out of college and got jobs in Silicon Valley, where they founded the Apple Computer company in 1976, the name based on Job's favourite fruit. They designed the Apple I computer, in Job's bedroom, having raised the capital selling their most valued possessions – an old Volkswagen bus and a scientific calculator. The later model, the Apple Macintosh, introduced the public to point and click graphics. It was the first home computer to be truly user-friendly, or as the first advertising campaign put it, “the computer for the rest of us”.

When IBM released its first PC in 1981, Jobs realized that Apple would have to become a more grown-up company in order to complete effectively. He brought in John Sculley, the president of Pepsi-Cola, to do the job, asking him “Do you want to just sell sugared water for the rest of your life, or do you want to change the

world?” Sculley and Jobs began to argue bitterly, however, and after a power struggle, Job was reluctantly forced to resign.

By 1996, Apple was in trouble, due to the dominance of Windows software and the increasing number of Mac clones which could use it. Jobs was brought back to the ailing firm for an annual salary of \$1, and the company gradually returned to profitability.

Apple’s computers cost more than most PCs, and have a more limited range of software available for them, but their great appeal has been the attention to design, making Apple the cool computer company. The launch of the stunning multi-coloured iMac in 1997, followed by the sleek new iMac in 2002, marked the end of the computer as an ugly, utilitarian machine, and brought the home computer out of the study and into the lounge.

Apple’s fortunes were transformed again with the development of the iPod in 2003, the iPhone in 2007, the iPad in 2010, and the iCloud data storage service in 2011. These beautifully stylish products and the ease with which they are networked, have changed the way the world reads, watches, listens, and communicates.

Text B

Starbucks

Anyone for coffee? What about a Skinny Latte, or perhaps an Iced Caramel Macchiato, or even a Mocha Crumble Frappuchino? These are just a few of the many speciality coffees on offer at Starbucks, the world’s leading coffee roaster and retailer.

Starbucks serves over 60 million customers a week in over 17,000 stores in 58 countries round the world. And these figures continue to increase. So how did a company currently worth \$13 billion get started?

Starbucks Coffee, Tea and Spice, as it was originally known, roasted its first coffee beans in 1971. This tiny coffee house in Seattle, named after a character in the novel Moby Dick, was the vision of three men – Baldwin, Siegel, and Bowker – who cared passionately about fine coffee and tea. Their determination to provide the best quality coffee helped their business to succeed, and a decade later, their fourth store in Seattle opened.

Meanwhile, in New York, Howard Schultz, a businessman specializing in kitchen equipment, noticed that a small company in

Seattle was ordering a large number of a special type of coffeemaker. Out of curiosity, he made the cross-country trip to Seattle to find out more. Immediately he saw the Starbucks store, he knew that he wanted to be part of it.

The three founder members weren't initially very keen, but a persistent Schultz was eventually hired to be head of Starbucks marketing in 1982.

He modelled the Starbucks stores on Italian espresso bars, and made them comfortable places to relax. Within the next ten years, Schultz had already opened 150 new stores and had bought the company! In 2011, a new logo was launched, surprisingly without the words "Starbucks" and "coffee".

Despite criticism from branding experts, this was a clever way of allowing the company to extend its product range. The following year saw the introduction of Refreshers – energy-boosting drinks made from real fruit juice and green coffee extract.

But global success comes at a price. Although Starbucks has a company policy of fair trade and employee welfare, it has been the recent target of anti-globalisation protests. Many people feel those big corporations, even responsible ones, are never a good thing, as small, independent companies can't compete and so go out of business. Added to this, fierce competition from other chains in the middle of a recession caused Starbucks to close 900 of its 17,000 stores worldwide.

And its worries didn't end there. Starbucks UK came under close scrutiny over how much tax it pays to the government, resulting in some people boycotting the chain altogether. But despite these challenges, Starbucks remains one of the world's most recognizable brands. Its blend of commercialism and comfy sofas is still proving a recipe for success.

Task III. Here are eight answers. Decide which ones are about your article. Then write the questions.

- In Silicon Valley. (Where get jobs?)
- About 900. (How many stores closed worldwide?)
- In 2012. (When introduced?)
- In 1997. (When launched?)
- Ten years. (How long ... take?)

- Because he argued with his partner. (Why resign?)
- Because they can't compete. (Why Out of business?)
- By selling one of their possessions. (How?)

Task IV. Find adverbs ending in *-ly* in the texts that have these meanings.

APPLE

- a slowly over a long period of time
- b in an essential way
- c doing something when you really don't want to
- d in a way that produces a successful result
- e really / genuinely
- f in a way that shows feelings of sadness or anger

STARBUCKS

- a in the beginning, before a change
- b at great change
- c after a long time, especially after a delay
- d at the present time
- e at the beginning
- f with strong feeling and enthusiasm

Task V. Discuss the following:

1. What arguments do the anti-globalization protesters make against Starbucks and other multinational corporations? Do you agree? Why / Why not?
2. What sort of technology do you regularly use? What are your favourite websites and apps and why?

Text 7

The Importance of Public Relations

Task I. Read and translate the text into Russian.

Public relations professionals do more than draft press releases and build relationships with key media representatives. They must also be familiar with the attitudes and concerns of consumers, employees, public interest groups, and the community in order to establish and maintain cooperative working relationships. In addition to fulfilling their traditional role of getting a company's message out to its

audience, those who have completed their studies in communications and public relations may also be responsible for developing and running programs designed to keep the lines of communication open between company and organization representatives and their various audiences. This might include such activities as scheduling speaking engagements for key company staff and speech writing.

Why is Public Relations Important?

At its core, public relations revolves around this universal truth: people act based upon their perception of facts. By managing, controlling, or influencing people's perceptions, public relations professionals hope to initiate a sequence of behaviors that will lead to the achievement of an organization's objectives. When those in public relations successfully create, change, or reinforce opinion through persuasion, their primary objective is accomplished.

How Does Public Relations Work?

Public relations professionals follow a set of principles in order to achieve success. Most campaigns begin with the identification of the problem or challenge, then move on to setting the public relations' goal. In order to achieve the goal, the public relations specialist crafts persuasive messages and implements key communication tactics while monitoring progress and fine tuning as necessary.

Career Opportunities in Public Relations

Those who have either earned their degree from an accredited communications and public relations educational program, or obtained a public relations graduate certificate, have a wide variety of career options. Jobs range from being employed by an individual, such as celebrity publicists, to large firms, such as corporate public relations managers and executives.

Public Relations for the Stars: Publicists

Publicists can turn a little known actor into a household word. In essence, they are responsible for nurturing and shaping a star's career by creating an image through various public relations activities. Sometimes known as publicity agents, publicists work to get their clients the right kind of press coverage and help them to restore or "reinvent" their public image if it's been damaged. One of the best known publicists is Lois Smith. Over the course of her career she has worked with stars and film directors including Marilyn Monroe, Meryl Streep, Rosie O'Donnell, Dustin Hoffman, Anthony Hopkins, Martin Scorsese, Robert Redford, and Steven Soderbergh.

Working For Companies: Public Relations Firms

While some companies keep the function of public relations entirely in house, others opt to outsource all public relations functions. Others strike a balance in which in-house public relations efforts are complemented by the work of an outside agency. A good example of an agency campaign that has increased product sales while raising awareness and establishing a company as a concerned corporate citizen is Yoplait's "Save Lids to Save Lives" campaign. This unique breast cancer awareness and fundraising campaign has Yoplait making a donation for every pink yogurt container lid mailed back into the company. The campaign has not only raised awareness and funds (Yoplait has donated over \$10 million for breast cancer research), it has also given the brand added visibility and resulted in increased sales.

Considering a Public Relations Career?

It's no secret that communication skills are important for those considering a career in the public relations field. Pairing an English or Journalism degree with courses in marketing, sales, public relations, and business can be an effective way to prepare for a career in this industry. There are also many excellent online communications and public relations degree programs and public relations graduate certificate programs to choose from which can make learning about this exciting industry convenient and rewarding.

<https://www.worldwidelearn.com/>

Task II. Do you think PR is important? Explain why / why not.

Text 8

Five Tactical Tips for Successful DIY PR

by Suki Mulberg Altamirano

Task I. Read and translate the text in written form.

Do you have a fantastic new product or service that's growing quick yet not receiving the visibility you think it deserves? Perhaps you're not ready to retain external PR and marketing support, but you don't want to be forever stuck watching your competitors take news headlines.

If you already know your brand story, mission and why your business is relevant to its audiences, it's time to leverage some key techniques to help you get noticed by media. While there may come a point when your business needs an external PR firm to take your visibility to the next level, there is absolutely a time and place for successful DIY PR. This is particularly true for startups and small businesses seeking to get noticed, grow audiences and reach more individuals.

As you're building out your new year's business plan, here are five tactical tips to help you make a successful public relations campaign one of your key initiatives:

Be Realistic

The first step to PR success is fairly simple. It requires taking a close look at your business and value proposition, why you're relevant and what problem you are solving (and for whom). If you can do this from the most critical point of view, you'll be able to pinpoint the most important components of your story and cut out the marketing jargon.

Journalists receive loads of pitches every day. Being able to think about your company's pitch from the perspective of someone more jaded than you might care to believe, can help a lot. Before you even begin to craft a well-written pitch, narrow down as specifically as possible why anyone should care.

Be Succinct

When it comes to pitches, I can guarantee you that no editor has time to read a novel. Concise writing that gets to the point quickly is always appreciated by the press. It'll help ensure that your idea is actually read, immediately upping your chances at having a journalist pick up your idea for a story. Knowing how to succinctly explain the benefits of your business, service and/or product offerings is immensely useful and, in fact, something you're bound to leverage in more than just one setting.

Be Resourceful

Finding the right media outlets includes careful research and time spent reading. Look for outlets that cover your key area of business, editors that write about your competitors, and bloggers that specialize in reviewing products from your category.

Read their work, understand what they're interested in and take notes. This is how you build a truly personalized media list of contacts

most likely to be interested in covering your business and what you have to offer. A great media list is never stagnant but constantly evolving and growing as you come across new writers, outlets and story ideas.

Be Timely

Study up on lead times and pitch timeframes so that you can ensure you're reaching out to media with timely information. This might mean sharing information about a new launch sufficiently in advance or aligning your campaign outreach to a particular holiday. Doing your research to ensure you're taking something useful, newsworthy and timely to the press will up your chances of coverage two-fold.

Be Determined

As the saying goes, if at first you don't succeed, try and try again. And then try again. And again. The public relations game isn't won by the faint of heart or the easily offended. You will not get responses to every pitch you send out – even those you're positive were a perfect fit. Don't let this get to you. Continue sending out those pitches, thinking of new angles and going back to editors with alternative ideas. Be careful that what you're offering is of value and fits the criteria noted above, but always be determined. That great placement may just be one more pitch away. And I promise you, even the biggest PR pros deal with plenty of pitch rejection. It's just a part of the PR business.

Every great campaign begins with a great story, and public relations is a strong means to get yours heard. From growing brand identity to increasing your business presence, a robust media approach should be a key component of your business plan for the new year – no matter what size your business.

<https://www.forbes.com/>

Task II. Speak about tactical tips for successful DIY PR. Which one/ones do you think is/are useful in your future career? Explain why.

Extension Activity

*For more practice go to **Miscellanies** (Tasks XX–XXV).*

MISCELLANIES

Advertising is a form of communication used to promote products or services.

You can advertise:

- in the mass media such as newspapers, magazines, TV and radio;
- in the new media such as on websites and mobile phones;
- in outdoor spaces on billboards;
- by sponsoring public events such as sports competitions.

The purpose of advertising is to make the audience feel a desire or a need for the end product.

Task I. Match each type of advertising with its description.

1. Corporate advertising	A ... consists of collecting, processing, analyzing and interpreting information. There are two main purposes of the advertising research: (1) to assist business executives to make profitable international advertising decisions for their specific products and services and (2) to contribute to general knowledge of this advertising that is potentially useful to a variety of business executives, educators, government policy makers, advertising self-regulatory organizations and others interested in understanding the process and effects this type of advertising.
2. Product advertising	B ... is not directly concerned with increasing sales of a particular product or service, but more with the brand image, or picture, a company wants to present to public. Public relations (PR) experts specialize in organizing activities and events which generate positive publicity for companies. Unusual advertising campaigns sometimes get extra publicity for the company by way of media reports about the campaign.
3. Global advertising	C ... is an important part of the marketing mix. Its aim is to increase sales by making a product or service known to a wider audience, and by emphasizing its positive qualities. A company can advertise in a variety of ways, depending on

	how much it wishes to spend and the size and type of audience it wishes to target. The different media for advertising include television, radio, newspaper, magazines, the Internet and direct mail. The design and organization of advertising campaign is usually the job of an advertising agency.
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Task II. Two people are discussing the advantages and disadvantages of different types of advertising. Complete each sentence of their discussion with a word from the box.

word of mouth	spam	newspaper adverts	banners
mailshots	sample	TV commercials	brochures

1. Pizza delivery firms often do _____ in the local area. It's cheap but lots of people probably throw the leaflet away.
2. _____ reach millions of people but they are so expensive.
3. I tend to listen to my friends' recommendations more than anything else so _____ is probably the most effective.
4. People use _____ less and less because they can just go online if they want to find out what's available.
5. It's great when you get a free _____ because you can really see what it's like.
6. I suppose it's good if you're looking for a job locally and _____ are relatively cheap.
7. I'm not sure about _____. When I visit a website, I don't think I even notice them.
8. It used to irritate me but my new anti-virus software seems to block any _____ from my inbox.

Task III. Put the letters in the correct order to make a word matching the definitions.

1. A large outdoor panel for displaying advertisements	r o l d i a b b l _____
2. A short advertisement on TV between programmes	V T m o c i a m e c r _____
3. Short for advertisement	a v e t r d _____

4. A publication with articles sold weekly or monthly	g a n i e m a z
5. A page on the Internet for a company	s w i t e e b
6. The people who watch a programme or advert on TV	e d i n e a u c
7. The group of people and advertisement is for	g r e t t a
8. The short tune which is used in an advertisement	l i n j g e

Task IV. Choose the correct words to complete the sentences.

1. We put an advertisement in every issue of the *magazine* / *website*.
2. Have you seen the big advertisement for laptops on the *billboard* / *TV commercial*?
3. Every advertisement needs a good *jingle* / *audience* so people remember it.
4. The company made a 30 second *TV commercial* / *target* featuring a celebrity.
5. Many companies use their *website* / *magazine* to attract customers.
6. We filmed a new *advert* / *billboard* for TV.
7. *The target* / *advert* o our advertising is young people.
8. *The audience* / *TV commercial* gave us good feedback about our advertisement.

Task V. Complete the different forms of the given words.

FOCUS on Word Formation				
VERB	ABSTRACT NOUN	CONCRETE NOUN	ADJECTIVE	PERSON
advertise	advertising	advertisement, advert, ad	advertising	advertiser
_____	promoting	promotion	promotional promoting	_____
produce	_____	_____ product	_____	producer

sell	_____	sale, sales	sold sold out	_____
buy	_____	buy	bought	_____

Task VI. Look at the words in Task V and complete the sentences with the correct form of the words in brackets.

1. This newspaper is full of _____ (advertise).
2. _____ (produce) at the car company has stopped.
3. She's an excellent _____ (promote).
4. I haven't got a ticket because the concert is _____ (sell) out.
5. They want to sell their house but they can't find a _____ (buy).
6. In January and July there are a lot of _____ (sell) in the shops.

Task VII. Choose words or expressions in the box which correspond to the definitions below.

taboo	billboard	Creative Director	posters
clients	social issues	to pitch for business	coverage

- 1) a public space reserved for advertisers to put their ads on _____
- 2) large pictures or notices put up in a public place to advertise something _____
- 3) human interest subjects _____
- 4) people or companies who pay for a professional service _____
- 5) try to win a business deal _____
- 6) time and space given by media to a particular news item _____
- 7) the person in charge of developing ideas for advertising campaigns _____
- 8) a social custom which means a particular activity or subject must be avoided _____

Task VIII. A major electronic company has decided to advertise its latest digital camera. It has asked several advertising agencies to submit proposals for a campaign. An executive at one of these agencies has made a list of tasks to be completed before submitting its proposal to the company. Complete the executive's list using proper words. The first letters of missing words are done for you.

**Obtain complete market information about the (1) c_____’s product; advantages, disadvantages, competitors, which groups of customers the advertiser wants to (2) t_____. Define marketing objectives and plan an overall advertising strategy.*

**Meet with the media department to select the most appropriate means of advertising: media or posters on (3) b_____.*

**Meet with the (4) C_____ D_____ to work on the design and ideas of the campaign. Point out that these should fit in with the overall (5) c_____ i_____ the company wants to project. Explain that we must be careful not to generate any negative (6) p_____ by offending anyone.*

Task IX. Complete the following passage using a gerund or infinitive. Use the verbs in the box.

A		B		C	
build	set up	decide	reflect	return	change
put	bring	appear	create	expand	launch
make	transform			drink	

Coca-Cola and its Advertising

A. John S. Pemberton invented Coca-Cola in 1886. His partner suggested (1) putting an advertisement for the drink in the Atlanta Journal that very year. In 1888, Asa Chandler bought Coca-Cola business and decided (2) _____ the product known through signs, calendars and clocks. The company began (3) _____ its global network when Robert Woodcruff was elected president of the company in 1923. He succeeded in (4) _____ Coca-Cola into a truly international product by (5) _____ a foreign department, which exported Coca-Cola to the Olympic Games to Amsterdam in

1928. During World War Two, he promised (6) _____ Coca-Cola to every soldier in every part of the world.

B. Coca-Cola's advertising has always attempted (7) _____ changing contemporary lifestyles. (8) _____ an international advertising campaign requires the talents of professionals in many areas, and extensive testing research are always done before (9) _____ which advertisements will finally be used. Celebrity endorsements have featured heavily – Cary Grant, Ray Charles are just two of the big names stars who have agreed (10) _____ in Coca-Cola commercials.

C. After (11) _____ Diet Coke in 1982, the company saw its sales grow quickly. The drink is now the third most popular in the world. In 1985, the company tried (12) _____ the secret formula of Coca-Cola, but realized that Americans were very attached to the original recipe. The company listened to its consumers and quickly responded by (13) _____ the original formula to markets as “Coca-Cola Classic”. Today, people in more than 160 countries around the globe enjoy (14) _____ Coca-Cola. It is asked for more than 524 million times a day in more than 80 languages. The company intends (15) _____ its global presence even further in the twenty-first century, particularly in developing markets.

Many advertisements contain a slogan or short phrase to attract the consumer's attention. Effective slogans are usually short, easy to remember, easy to repeat and easy to translate for international markets.

Slogans are short phrases that are used in advertising to catch the audience's attention. Effective slogans are:

- simple and concise;
- memorable;
- based on repetition, puns, proverbs or rhymes;
- accompanied by jingles or songs and images.

Task X. Read the texts about translations of slogans and brand names, and find out the problem in each case.

a) *In Taiwan, the translation of the Pepsi slogan “Come alive with the Pepsi generation” came out as “Pepsi will bring you ancestors back from dead.”*

b) When Parker marketed a pen in Mexico, its ads were supposed to say “It won’t leak in your pocket and embarrass you.” However, the company translated “embarrass” as “embarazar”, which means “to become pregnant”. So, the ads said “It won’t leak in your pocket and make you pregnant.”

c) In Italy, a campaign for Schweppes Tonic Water translated the name as Schweppes Toilet Water.

d) Colgate introduced a toothpaste in France called Cue, the name of a French pornographic magazine.

e) When Braniff Airlines translated a slogan for its comfortable seats, “fly in leather” it came out in Spanish as “fly naked”.

Task XI. Write down five popular slogans in Russia. Try to translate them into English. Read them out to your groupmates and see if they can guess which products your translated slogans refer to.



Task XII. Listen to four radio adverts and match them to the products.



Advert A _____

Advert C _____

Advert B _____

Advert D _____

Task XIII. Write a slogan for each of these adverts.

1. A TV commercial for trainers

2. A website advert for a new computer

3. A billboard advert for a mobile phone

4. A magazine advert for a fast food chain

Task XIV. Complete the passage below using the appropriate words or phrases from the box.

to target media	corporate advertising product advertising	publicity public relations	image
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1) _____ is an important part of the marketing mix. It is used to increase sales by making the product or service known to a wider audience and by emphasizing its superior qualities. A company can advertise in a variety of ways, depending on how much it wishes to spend and the size and type of audience it wishes 2) _____. The different 3) _____ for advertising include television, radio, newspapers, magazines, the Internet and direct mail. The design and organization of advertising campaigns is the job of an advertising agency.

4) _____ is not directly concerned with increasing sales of products or services but more with overall 5) _____ a company wants to present to the public. 6) _____ experts specialize in organizing actions and events which generate positive 7) _____ for companies. Original advertising campaigns can sometimes also get some extra publicity for the company by way of newspaper articles and/or TV and radio reports about the campaign.

Task XV. Answer the following questions.

1. Do you have any favourite adverts? What's your favourite one at the moment? What's it for? Does it have a story?

2. Do some advertisements annoy you? Which? Why? Do you sometimes skip adverts online or on recorded TV?

3. Are you influenced by advertising? What have you bought as a direct result of it?

4. Make a list of all the places where you find advertisements. Share with the class.

5. Talk about an advertisement from a newspaper or a magazine. What's it for? Why do / don't you like it?

6. Find an advertisement from a newspaper or a magazine that appeals to you, and bring it to class. Talk about what the advert is for, and why you like it.

7. Devise a radio or television advert. Choose a product or service of your own, or one of the following.

• a BMW sports car	• a restaurant in town	• Blue Mountain coffee
• Bonzo dog food	• dazzle washing-up liquid	• a bank for students



Task XVI. Listen to six radio adverts and do the tasks below.

A. Write numbers 1-6.

Which advert

...is advertising a football match?	
...is selling a chocolate bar?	
...is selling soap powder?	
...is for a new car with free insurance?	
...is for car insurance for women?	
...is advertising a shop's opening hours?	

B. Complete the chart.

	Name of the product	Characters involved	Setting / Place
1			
2			
3			
4			
5			
6			

C. What is the selling point of each advert?

D. Answer the questions about each advert?

1. a) Describe Sarah’s play shirt.
b) What is special about this washing powder?
2. a) What do the men think of the woman driver?
b) Why and how do they change their minds?
3. a) Why has the daughter done that she’s so proud of?
b) Why is her father so horrible to her?
4. a) How can the daughter afford a new car?
b) In what ways does she make fun of her father?
5. a) What does the man want to invite Sue to do?
b) In what ways does he say the wrong thing?
6. a) How does the vicar try to hurry up the wedding?
b) Why is he in a hurry?

Task XVII.

A. Look at the pictures and answer the questions below.



1. What is body advertising?
2. Which parts of the body listed below do you think are most suitable for this kind of advertising?

head	hands	face	chest
eyelids	things	forehead	soles of the feet

3. What do you think about “body advertising”? Is it a good idea or a “step too far”?
4. Why are people becoming more immune to advertising?



B. Listen to a radio programme about body advertising and answer the questions.

1. Is advertising generally more or less effective these days?
2. Who is Brandon Chikotsky? What was his “ingenious idea”?
3. Who are Ross Harper and Ed Moyses? How did they repay their students loans?
4. Which parts of the body are mentioned as advertising spaces?
5. Why did ten men and women go round winking at people?
6. What form does body advertising take in Japan?

Task XVIII. Match the words with their meanings:

A a commercial	1) a large sheet of paper advertising something, for example, a play, a film or a concert
B a leaflet	2) a small piece of paper used for door-to-door advertising
C a poster	3) small adverts placed by private individuals in a newspaper
D classified ads	4) a TV or radio advert

Task XIX. Choose the correct ending for each of the following:

1. Oasis are doing a tour to promote	a. to spend their money.
2. I think it’s a brilliant advert. It really grabs	b. a huge advertising campaign.
3. Advertisers know that shoppers will always compare	c. the under-18market.
4. Advertisers are experts at persuading people	d. two flights for the price of one.
5. They really want to sell this product. They’ve just launched	e. their new album.
6. The tobacco industry has been trying very hard to improve	f. your attention.
7. At the moment British Airways are advertising	g. one product with another.
8. We’re trying to reach	h. its image.

Task XX. Read about luxury brands in China. Some lines contain mistakes. If the line is correct, put a plus (+). If the line has a mistake, correct it.

Chinese Luxury Obsession		
1	When that many people visit cities in China, they are	
2	still surprised to see the luxury brands who normally	
3	fill the fashion boutiques of New York and Paris. But	
4	in a country which more and more young people have	
5	become big -spending consumers, the world's top	
6	brands attract twenty- and thirty-something what, in a	
7	recent survey, say they want to seize every opportunity	
8	to enjoy life. Take Miss Yu, who's monthly salary is	
9	5,000 yuan working as a journalist. She regularly stops	
10	by the boutiques where you can find Louis Vuitton or	
11	Gucci. She explains the reason when: "I think a bag	
12	worth 10,000 yuan is more suitable for me than 100	
13	bags at 100 yuan each." And her fashion collection,	
14	whose includes names as Prada, Burberry and Chanel,	
15	is far from unique in a country why the proportion of	
16	luxury goods purchased nowadays is 40% compared	
17	to only 4% globally.	

Task XXI. Advertisers can promote products in different ways. Use these words to make compound nouns:

tour	offer	gifts	deal	loyalty
------	-------	-------	------	---------

a. special
b. sponsorship
c. free
d. brand
e. promotional

Now use the expressions from the table in the following:

1. You don't normally buy this coffee. – No, but they had a ... at the supermarket – two jars for the price of one.

2. Did you see that Pulp are playing at the Odeon next month? – Yes, they're on a

3. David Beckham has just signed a new with Adidas. It's worth more than a million pounds a year.
4. The kids always want me to buy this cereal so they can get the inside!
5. Tobacco companies like to catch people enjoy. They know the meaning of!

Task XXII. Make five more two-word phrases using these words:

magazines	shot	names	points	prices
-----------	------	-------	--------	--------

a. competitive
b. glossy
c. brand
d. selling
e. mail

Now use the expressions from the table in the following:

1. Silk Cut and Johnnie Walker are common that everybody recognises.
2. I see that Audi have just launched a new model. – Yes, they've started a huge advertising campaign. There are ads in all the papers and – and TV commercials every five minutes!
3. We like to think that we offer quality products at
4. The fact that this car is so economical is one of its major
5. If you get a reply rate of 10% for a ..., that's good. 15% is thought to be excellent. 20% is brilliant.



Task XXIII. Listen to the speakers and make notes according to the following tasks:

A. Representatives of three companies – a bank, a budget airline, and a car company – are giving presentations on their companies. Listen to them and make a note of each company's brand values.

Company 1:	quality		
Company 2:			
Company 3:			

Which company is the bank, which is the budget airline, and which is the car company?

B. Listen to the speakers again and complete these sentences from the presentations with the words from the box.

associate	emphasize	obvious	promote	reputation
communicate	external	project	remind	widely

1. We have three main brand values which we try to in all our internal and communication.
2. Our customers us with the highest quality products.
3. Our products are seen as the safest on the market.
4. That’s something we can through our brand.
5. We have always had a for coming up with new products and we try to that through our brand.
6. For us, the customer always comes first and we want to constantly both ourselves and our customers of that fact.
7. That’s something we continually in our marketing.
8. Hopefully that is from our logo and corporate design.

Task XXIV. Do the following:

A. Look at the adjectives below and write down a company or product you associate with each one. Then compare your results with your partner. Did you write down any of the same companies / products?

- reliable:
- easy to use:
- luxurious:
- good value for money:
- trustworthy:
- innovative:
- unusual:
- user friendly:

B. Answer the questions below:

1. Which other characteristics do you want people to associate with products or services? Why?

2. What are your company's brand values (or what should they be)?
3. Does your company have a slogan? What is it?

Task XXV. Work with a partner. Use the profiles and useful phrases given below to discuss the brand values of the chosen company, the national rail service. Then present your ideas to your groupmates.

Useful phrases for presenting your ideas

We think / feel that ...

In our opinion, the best options are ...

The most effective values for the company would be ...

Profile 1

You work in the marketing department of your country's national rail service. You and your partner have been asked to choose three words or phrases to serve as your organisation's brand values and then to present your ideas to the board of directors. Other teams have also been asked to propose brand values and the team with the best ideas will get a promotion.

You think the brand values that represent your company are *reliability*, *comfort*, and (think of your own).

Work with your partner to choose the three brand values your team wants to present. Then prepare reasons why these values are the most important.

Profile 2

You work in the marketing department of your country's national rail service. You and your partner have been asked to choose three words or phrases to serve as your organisation's brand values and then to present your ideas to the board of directors. Other teams have also been asked to propose brand values and the team with the best ideas will get a promotion.

You think the brand values that represent your company are *good value for money*, *environmentally aware*, and (think of your own).

Work with your partner to choose the three brand values your team wants to present. Then prepare reasons why these values are the most important.

EXAM FOCUS

Text 1

Is Advertising a Threat to Our Way of Life?

Read and translate the article in written form.

by Justin Lewis

Advertise and die: three ways in which we are killing our humanity by embracing the legitimacy of sponsorship, branding and endless advertising.

Advertising is everywhere. Media that were once largely commercial free – from movies to the internet – now come replete with commercial messages. Not so long ago, most musicians were reluctant to see their work used to endorse shampoo or sneakers. Today, the music and advertising industries are locked in a lucrative embrace.

We now have commercials in our schools and on our clothes. They clog up – with increasing speed – nearly every form of communication we devise. Our dominant TV genre – in terms of sheer volume – is not comedy, drama or sport, but advertising. The average British viewer is now exposed to 48 TV commercials a day. Recent studies showed that around a third of Australian TV time is now taken up by commercials. In the US the figures are closer to 40%.

Advertising has become our dominant creative industry – what Stuart Ewen calls “the prevailing vernacular of public address”. It sucks up our talent for art, design, creativity and storytelling. It has become such a routine part of everyday life that we rarely stop to think about its significance.

Governments, regulators and media companies tend to regard advertising purely as a form of revenue. They have – under pressure from an industry looking to maximise its income – allowed it to proliferate. There are a few exceptions to this: governments are prepared to limit the promotion of harmful substances such as tobacco, and they police the boundaries of taste and decency. Some governments – like Sweden – have acted to protect young children from the more pernicious influence of TV commercials.

But the prevailing orthodoxy is to treat each advertisement on its individual merits. The larger question – the cumulative impact of this

deluge of commercials – is rarely asked. Regulatory bodies assume that most advertising is entirely apolitical, reserving their scrutiny for campaign groups. In an age where economists, social scientists, climate scientists and environmentalists are seriously questioning the value of consumerism, this idea is no longer tenable.

For all their diversity, advertisements share one basic value system. Advertisements may be individually innocent, collectively they are the propaganda wing of a consumerist ideology. The moral of the thousands of different stories they tell is that the only way to secure pleasure, popularity, security, happiness or fulfilment is through buying more; more consumption – regardless of how much we already have.

<https://www.opendemocracy.net/>

Text 2

What the World Will Look Like When They Block All the Ads

Read the article and translate it in written form.

As thousands of advertisers run from panel discussions to open-bar mixers in New York this week, there will be one nagging thought at the back of their minds. People don't like them very much.

Software that blocks ads in Web browsers and mobile devices tops the list of concerns at Advertising Week. There are signs that the craze has already started to subside. Ad-blocking apps have slipped from the top of the Apple Store charts, and analysts at JP Morgan and at UBS say they believe that concerns may be out of proportion with the actual risk. Still, if ad blocking does become pervasive, it could become an existential problem for the ad and media industries. Can companies keep people from actively rejecting ads just by making them better? Or will there be a more fundamental shift in the economics of online media?

Bob Lord, president of AOL, says it will be the latter.

AOL's ad business hasn't felt much pain from the recent crop of ad blockers, Lord said in an interview before AOL's Ad Week party on Monday. But the trend will probably force media companies to offer parallel versions of their services, he said. Some customers won't pay

but will see targeted ads; others will pay a subscription fee to avoid advertising.

Lord predicts a short-term struggle between online publishers and ad-blocking companies in which publishers withhold content from people who use ad blockers. At the same time, companies that have traditionally produced content supported by advertising – including AOL – will move increasingly toward subscriptions. “As the consumer behaviors change, we have to play in both models,” said Lord. “The jury is still out on where we’re going to land, but ultimately consumers are going to have to make the choice.”

This would be a major change for AOL, which owns the Huffington Post, runs Verizon’s new Go90 mobile video service, and just announced that it is working with the rapper Snoop Dogg to make an online reality show about his youth football league. The company counts on advertising to support all of its businesses, except for its curiously resilient dial-up Internet service.

Lord isn’t the only one pondering a world in which some consumers reject advertising entirely. At the AOL party, tables were piled high with copies of an issue of *Advertising Age* that showed a darkened Times Square on the cover. Inside, Simon Dumenco, an editor-at-large for the magazine, had laid out the apocalyptic scenario that would ensue if advertising were to disappear. “Imagine what we’re calling, in a perverse but timely thought experiment, A World without Advertising,” he wrote. “Consider it something of a love letter to the industry, which has been keeping the lights on at a lot of places we love.” The piece attempts to calculate how much certain services would cost if the companies offering them had to rely entirely on subscription fees. To replace the \$148 million it makes in quarterly ad revenue, *Ad Age* reckons, the *New York Times* would have to raise its cheapest digital subscription to \$335 a year, from \$195 now, without losing any subscribers. BuzzFeed would instantly vanish.

For Facebook, Dumenco cites an article written by Zeynep Tufekci, an assistant professor at the University of North Carolina, suggesting that the social media company should create a paid option for people who don’t want to be tracked or subjected to advertising. Tufekci suggested that a quarter of Facebook’s users might be willing to pay \$1 a month for that option, roughly replacing the ad revenue each brings in and accounting for over \$4 billion in annual revenue.

DumenCo takes this to mean Facebook would lose three-quarters of its users and two-thirds of its revenue if it didn't have an ad-supported service. This is a leap. Tufekci is suggesting that many people would pay for an ad-free alternative, with the rest using Facebook as it already exists. She argues that the whole thing would be a wash for Facebook.

It's a Moot point. Mark Zuckerberg isn't going to let people avoid advertisements. At Advertising Week, company executives have pointed out that Facebook is immune to mobile ad blockers because users access the service through an app, rather than through a Web browser. Earlier suggestions that the company offer an ad-free version of its service have been non-starters.

But Google last November began offering something of a compromise service. Called Contributor, it allows people to pay from \$2 to \$10 a month to see 5 percent to 50 percent fewer ads on some of the websites they visit. Google then shares that revenue with the publishers that are making less from ads.

Notably, Google isn't offering people a way out of its data-collection practices, which are at the core of the complaints of the anti-ad crowd. The company declined to discuss how the project is going and has done little to promote it since the launch. Gregory Ferenstein, a writer for *Venture Beat*, went so far as to suggest that Google was setting the project up to fail so it would have evidence that people prefer ads to subscription fees. In any case, publishers that are participating say almost no one is using it.

Even if customers can convince Google and AOL to offer robust alternatives to their ad-based businesses, the companies are going to try to funnel people right back into that model. Targeted ads require enormous amounts of data gathered from users, and Silicon Galley fortunes are built on the advantages that come from being able to exploit that data through secret algorithms that help target people more effectively. Even if they could replace some revenue by offering subscriptions, they won't want to if they don't have to.

Bob Lord makes a claim common among Ad Week participants – that people actually crave advertising, so long as it's done well. If you believe this, ad blockers can be rendered irrelevant with cleverer marketing.

“The more enjoyable and entertaining I make the advertisement,” he said, “the more likely people will be to lean into advertising.”

<http://www.bloomberg.com/>

Text 3

Adblocking Could Be the Best Thing for the Advertising Industry

by Tom Goodwin

Read the article and translate it in written form.

For decades the UK has maintained hydroelectric power stations simply to cope with the power surges that come from people switching on kettles during the Coronation Street ad break. Yet we think of adblocking as a new crisis.

Marketing people form two extreme groups at the moment. Those who think everything is changing faster than ever and only consider the new and those who feel the changes are small, incremental and we need to base new learning on centuries-old techniques.

Adblocking is a good example of this. It's common to see adblocking discussed as an existential threat to advertisers and publishers. It's easy to chart the accelerating adoption rates and make scary predictions, so many do. It's also possible to see that there is little new. Adblocking in the pre-digital age was turning the page or turning your head, then TiVo created the skip button – all this before the new war of adblockers.

One of the most crucial roles for advertising agencies today is leading a path through what is changing and what is not for clients. It's vital that instead of clamouring for solutions, jumping to conclusions and joining bombastic “X is dead” conversations, that we understand these changes further. We need to understand the motivations, the behaviours and, most of all, establish the opportunities and threats. It's from deep understanding and real empathy that we can create solutions and strategies.

Looking back in a few years' time, we will be amazed that we let our attention become the default way to pay for content and we will be amazed how cheaply it traded. We'll see that after paying too little respect to consumers, in an age of abundant content, there was no other way for things to go.

The solutions so far for adblocking represent less in the way of creative solutions and more like a battle. We see adblocking companies allow whitelisting of ads they deem of high-enough quality while accepting payments for the service. We see some sites block entry from those with adblockers, while others allow you to access their sites and continue to use adblocking software for an amount so high it feels more like reparation than a business model and most recently we see publishers in Sweden uniting against adblockers. We've increasingly got Facebook trying to take the entire internet within its walled garden where it can monetise attention on publishers' behalf, that's if mobile operators such as Three don't strip it out. It's all tense, aggressive, but most of all unprogressive.

It's a war on our eyeballs and they feel tired. If it's constraints that drive creativity, if it's empathy and an understanding of consumer that can create solutions, then it's time for advertising executives to create a solution for all stakeholders, and I see things going four ways.

1. Premium advertising

The abundance of inventory, which isn't constrained and merely gets larger as we spend more time online, has created a vicious circle. Ads are cheap, production budgets low, ads are poor, bad results follow, which leads to cheaper ads. We need to reverse this cycle. To have fewer, better-produced ads would serve the interests of everybody.

2. Personalised advertising

The only thing people hate more than targeted ads are irrelevant ads. If people tacitly understood that some anonymised browsing data would be used to serve them fewer, more relevant, more valuable ads, there could be a trade off that helps all. We all hate retargeting for the TV we decided not to buy. but there are moments we're oddly open to learning about a new airline route, seeing a car's interior or knowing more about the latest 4K TV.

3. Beyond native advertising

I'm expecting there to be a rise in integration between brands and content. From product placement from tools such as Mirriad in popular videos, to brands inserting themselves in storylines for world-class sitcoms to Uber's functional integration with Google Maps or Washington Post's integration with the Amazon Echo. We're talking about a whole series of creative units that go beyond current thinking.

4. A new way to work, think, produce and measure

This new way of thinking raises new demands we now need to retool for since we've spent years creating techniques to create and monitor success that increasingly don't apply to this world.

Premium ads would look vastly and indulgently expensive in a race for lower cost per impressions (CPMs). We may have to measure their success over brand metrics rather than clicks since the content may be brand-building but not immediately action-driving. Personalised advertising would require a level of trust we've so far been unable to get because we've run away from a mature debate.

We've decades of knowing how our industry has long used objective metrics such as impressions, views and clicks to model return-on-investment and other outcomes perfectly. But what are the new metrics for native content? Do we measure shares, likes, impressions? And what are these even worth? How do we scale content that's produced specifically for one brand, moment and media opportunity?

As an industry, given the changes and the new opportunities, we need to be more comfortable with ambiguity.

Adblocking may be the best thing for the advertising industry. A chance to rise to the challenge, create more meaningful connections and serve people better.

<http://www.theguardian.com/>

Text 4

Seven Culture-Defining Differences between UK and US Ads

by Melanie Arrow

Read the article and translate it in written form.

To understand the difference between British and American humour, simply look at Alan Partridge. To us Brits, a man from Norwich who has bounced back, who's prone to deadly scotch egg breath and piercing his foot on a spike is simply hilarious. Yet to most Americans, conditioned to hold a wildly different cultural mindset, it makes little sense, being far too riddled with small-island anxieties for inhabitants of a massive nation to truly "get". It is no wonder then,

that advertising, the perennial cultural repository, is vastly different in the UK than in the US.

A few months ago an American tourist's long list of observations on the UK went viral. Perhaps it's only when you look at a culture through different eyes that you see its intricacies. So, in that spirit, here are the seven major differences between UK and US advertising, as observed by a British ad woman with help from an American ad man.

1. Patriotic v deeply uncomfortable about the whole thing

Americans are far more at ease with being overtly in love with their country than us Brits. The 2012 Olympics, Great British Bake Off and Harry Potter have gone some way to boosting our sense of national pride, but only as far as bunting – strictly no flag waving (unless of course there's a royal wedding). American ads, however, are riddled with patriotism and no one feels especially uncomfortable about it. Hence ads like this one for Ram Trucks, which captures middle America and the salt-of-the-earth American man that gets pride levels soaring.

2. Honesty v awkward assurance

American advertising says if you're going to tell the truth, then really tell it. Tell it with bells on. In fact, tell it with a man in a bear costume and swing a machete while you're at it, like this ad from Dollar Shave Club, which asks: "Are our blades any good?" and responds "No ... they're [bleep]-ing great." British sincerity tends to come in the form of smiling, empathy and real-world settings like tea and biscuits around the kitchen table. What a difference an ocean makes.

3. Celebrities rule v celebrities drool

When we think of celebrity endorsement in Britain, we think of Michael Winner saying "Calm down dear, it's only a commercial" in a maddeningly condescending way. Over here, celebrity endorsement is more prevalent in beauty advertising, like our Cheryl in the Elnett ads, but it is nowhere near as rampant as in the States. Celebrity endorsement is everywhere you turn, on every product there is, even when the thing you're selling is as big as the celebrity and doesn't actually require it. Take this Call of Duty advert for example.

4. The Super Bowl v Christmas

The Super Bowl is America's big event. A time to eat sliders, drink beer, watch "the football" (not actually football) and take in some of the most expensive adverts ever made. The nearest advertising equivalent in the UK is Christmas, when retailers pulling out the stops to impress. But if this is our Super Bowl, then it's been a bit one-sided for a few years now. It's like 1998-2001 in the Premier League with John Lewis as Manchester United. Nothing beats the Super Bowl on sheer scale, however, and to celebrate that fact, here is its most expensive ad ever. It's a brilliant, rousing, call to arms for Detroit from Chrysler and it cost an absolute fortune (\$12.4 million).

5. Have a nice day v *shrugs*

This series of Prudential adverts would never find their way on to TV in Britain, they would have us hiding behind the sofa, chewing on a cushion until it had all gone away. In America, however, they have been very successful, and that's because each one is optimistic and positive to the core. This is a bank saying "We'll help you" and "Let's do it together!" and at the end, everyone cheers. Madness.

6. Life's a joke v we're a joke

This is the kicker, the subject of many debates. Surely us Brits are funnier than Americans? We cling to it and hope it's true – it's all we've got! Superiority claims aside, our humour is clearly different and Ricky Gervais sums it up beautifully: "We mercilessly take the piss out of people we like or dislike basically. And ourselves. This is very important. Our brashness and swagger is laden with equal portions of self-deprecation. This is our license to hand it out... America rewards up-front, on-your-sleeve niceness. A perceived wicked streak is somewhat frowned upon." In honour of this fine contrast, here's American, non-sarcastic, all welcoming advertising humour at its best for Kmart.

7. Sincere all year round v only when it's allowed

Americans are generally positive – and seem to even mean it. The only time British people are sincere is when it's allowed, and that's at Christmas. Here's a little number from Boots that made everyone in the UK cry and adopt the foetal position immediately (I'm only slightly exaggerating).

Overall, advertising offers a wonderful glimpse into how we view ourselves as a nation. Alan Partridge's famous brand of chat simply

doesn't feature in America's cultural narrative, but it absolutely captures Britain's: light, unemotional insecure to the core. It's always obvious when an advert made for a different country drops into your ad break, and not only because it might be dubbed. Advertising is simply at its most powerful when it taps into cultural beliefs and motivations, and in many cases this is country-specific or at least nuanced.

<https://www.theguardian.com/>

Text 5
Why Good Advertising Works
(Even When You Think It Doesn't)

by Nigel Hollis

Read the article and translate it in written form.

I was having dinner with friends the other evening, and one of the guests made a familiar statement. "I am not influenced by advertising," she said.

For those of us in marketing, this is a familiar thing to hear. I often respond by pointing out that U.S. companies would not invest \$70 billion (yes, that's the size of TV's ad market) in something they thought didn't work. Companies expect advertising to produce returns, just like any other investment. The reason that my friend – and, I'm guessing, many of your friends – think advertising doesn't "work" is that they think advertisements are trying to make them do something immediately.

They're wrong.

Successful advertising rarely succeeds through argument or calls to action. Instead, it creates positive memories and feelings that influence our behavior over time to encourage us to buy something at a later date. No one likes to think that they are easily influenced. In fact, there is plenty of evidence to suggest that we respond negatively to naked attempts at persuasion.

Instead, the best advertisements are ingenious at leaving impressions. Consider my dinner party friend, who, after claiming to be immune to marketing, proceeded to describe an erectile dysfunction ad with impressive detail. She then intoned cigarette ad slogans ("Cal-l-l for-r-r Phil-lip Mor-ray-ssss") from the early 1950s

when Philip Morris sponsored the “I Love Lucy” show. You can check out that clip, and other favorite advertisements hand-selected by me and the Atlantic staff, in the gallery below.

In sum, the best advertisements use images, jingles, and stories to focus attention on the brand. They are not just creative for creative’s sake.

FROM CATCHPHRASES TO CASH

Of course, as tickled as advertisers are to know they’re writing catchy jingles, they don’t make TV commercials for the honor of giving us free new music. They want us to buy something. The crucial challenge for marketers is: What’s the best way to translate these memories into actions?

Some imagine a debate between two groups. The first group believes in raw *persuasion*. Its focus is on crafting a compelling argument that will encourage you, with the delivery of “new news,” to buy something right away. The second group believes in the power of *engagement*. Its focus is on creating a positive experience that will influence you over the longer-term. Here, the objective is to seed positive ideas and memories that will attract you to the brand.

But this distinction is largely a myth. Advertisers have little control over how audiences receive their message. New news might appear relevant and credible to some (“Geico can save me 15 percent or more? Let’s call!”), while others consider it unpersuasive (“Allstate’s cheap enough”). Similarly, a TV commercial designed to engage the viewer might cause you to buy the brand immediately, simply because it reminds you of how much you enjoy the product (“Cute Coke spot. You know, I *am* kinda thirsty...”).

Once in a blue moon an advert might leave you thinking, “Just what I need!” and send you running out the door to buy something. More often, however, you barely attend to the commercials you see. You do not reflect on the scenes and messages unless triggered by something else at a later date: seeing the advertised brand on the street, when you need to buy the product or, in the case of my friend, talking about it at the dinner table. Even then, it is not the ad that matters. The ideas, impressions and positive feelings about the brand that matter. Any memory that will predispose you to view the brand in a more positive light than its alternatives is a plus.

ALL ABOUT GOOD VIBRATIONS

As demonstrated by my friend, advertising memories can last decades. But my friend's discourse on advertising also touched one of the biggest pitfalls to creating successful TV advertising. Crafting a compelling message or creating an engaging impression is not easy (particularly when trying to reach an increasingly digitally distracted and time poor audience). It is equally difficult to make sure that the intended memories stick to the right brand.

My friend correctly identified the brand in the erectile dysfunction ad as Cialis. Why? Because the ad ended with a couple sitting in separate bath tubs. Bizarre? Yes. But also memorable. And, by dint of repetition, easily linked to the right brand.

So contrary to many people's beliefs, advertising does influence them. But advertising's influence is subtle. Strident calls to action are easily discounted and rejected because they are obvious. But engaging and memorable ads slip ideas past our defenses and seed memories that influence our behavior. You may not think advertising influences you. But marketers do. And in addition to millions of dollars, they have something else most people don't have: Access to data that proves their point.

<https://www.theatlantic.com/>

Text 6

The Role of PR and Content Marketing

Read the article and translate it in written form.

We just hired our first full-time PR person at Kapost. His name is Dan.

When we were hiring for the position, I remember cautiously warning each candidate we interviewed, "We've never really had an 'official PR person' on the team. Historically, it's been our philosophy to avoid traditional marketing tactics."

Our company is a firm believer in pure content marketing over traditional marketing. We always lumped "PR" in the "traditional marketing" bucket, so this hire broke our unadulterated code of content marketing ethics and forced us to answer this question: Are PR and content marketing mutually exclusive?

Really, many CMOs face this question when putting together marketing strategy and budgets. They believe they lack the time and resources to meet the demands of *both* content marketing and PR. After all, there are only so many hours in a week, and so many dollars for staffing.

They view the question as a singular choice. They ask: Should we produce content to fill our owned publishing outlets **OR** do we give our stories to the “news” for greater earned media?

It’s not an all-or-nothing decision. The best answer is a mixture of PR and content marketing.

Content marketing is the golden child of modern marketing – driving long-term thought leadership, page-rank advantage, and nurtured trust between a buyer and a brand. But PR plays an invaluable, complementary role.

1. PR increases brand awareness, lead pool

Content marketing isn’t just about production, it’s also about distribution. We allocate a majority of our focus and resources to building our own channels because they deliver long-term growth, bolster search-engine rank, and increase our position as thought leaders. But the content that we build must be distributed so people can find it.

Key elements of marketing are to attract an even greater audience, lead pool, and increasing brand awareness. While content marketing beefs up one’s owned-media channels, PR bolsters earned media and likely garners new eyes for a brand.

Tip: To successfully drive more high-quality leads to your brand through public relations, smartly choose media outlets that make sense for your brand/industry. Seek media sources with high clout and influencers whom your target customers trust.

2. PR “hits” strengthen corporate credibility and brand communication

If your CEO announces on your blog that the new “X” feature is going to change the game, maybe 20% of people will believe it. But, if a major news outlet publishes your CEO’s announcement that the new “X” feature is going to change the game in your industry, a majority of people will believe it.

Corporate blogs carry a stigma of self-serving promotion, and the general public is still more likely to trust traditional news outlets.

So, if you have a big announcement that needs validation, go get your PR guy. Your CEO can tout new product features as much as he or she wants on the corporate blog, but good luck getting the public to believe. On the other hand, one credible media “hit” and your word is golden.

Tip: Develop relationships strategically with journalists and learn their styles. Each news publication has a different personality, tone, and set of criteria for submitting work. The better you tailor your submission, the better the chances of your story being published. For outlets that are likely to reprint your news as submitted, pay attention to their publication style such as:

- Does it use the Oxford comma?
- Does it capitalize titles?
- Does it use last name or first name for people on second reference?

3. PR challenges the content team to think about the greater good

One tenet of content marketing is to be buyer-centric and produce content our public wants to consume. However, with product marketers, sales teams, and engineering teams demanding one-off content assets, sometimes our efforts can be derailed.

PR reminds content teams to focus on the public. What stories are the most interesting? How are current events shaping our industry, and where can we be involved in those trends? By working collaboratively, PR can bring fresh insights, creative angles, and a greater perspective of the public into content marketing production. PR’s goal is to share a story that is so compelling that members of the media eagerly want to publish the story on their front page. If content marketers crafted equally powerful stories for owned media channels, consumers would eat it up. The distribution vehicles may vary, but the results are the same – good stories that engage your targeted audiences.

Tip: What is your angle? Whether it’s a PR pitch for The New York Times or a Tuesday blog post, your stories should have a unique perspective. Reporters don’t want to cover the same old thing every day, and your audience doesn’t want to read crud.

Consider how to make better content through:

- freshness

- relevancy
- timeliness
- trendiness
- newsworthiness

Working PR into your marketing mix

When it's all said and done, PR and content marketing really are working toward the same goals – increased brand awareness, educated audiences, increased thought leadership, better industry positioning, and customer loyalty, to name a few.

While modern marketing has certainly changed best practices, one thing has remained constant: There's always an opportunity to tell a better brand story to a larger audience. As a result, PR can play a powerful role in content marketing.

<https://contentmarketinginstitute.com/>

Text 7

Food Companies Targeting Kids Online

Task I. Read the article and decide if the statements below are True (T) or False (F). Correct the false ones.

Greedy marketing executives have found a new way of selling their products to children – Internet games. The world's junk food makers are trying to sell their burgers, chocolate and soft drinks to children who play games online. A new report says more than eighty percent of the world's food companies are using this sly new method. The report was created by America's Kaiser Family Foundation. It is called "It's Child's Play: Advergaming and the Online Marketing of Food to Children". It is the first major analysis of how food companies advertise to children on the Web. It highlights the tactics of companies such as Mars, Hersheys and McDonalds in targeting kids. The report says online ads are more effective than TV ads at hooking children.

Sadly, the report brings a new word into the English vocabulary – the "advergame". This is a technique to get kids hooked while they are having fun online. In addition, many other marketing tactics are used to get kids to spend long periods of time online. The food companies fill the games with logos and advertisements. They encourage children to e-mail their friends about products and brands. They also recommend children join special clubs related to the games. Children

can increase their chances of winning games by buying the products and typing in special codes found inside the packaging. Many people are worried about the role food advertising plays in childhood obesity.

a	Advertisers have found a way of protecting kids from adverts.	T / F
b	Junk food companies are targeting kids who play in playgrounds.	T / F
c	Over 80% of food companies use the Internet to target kids.	T / F
d	Online ads are better than TV ads at getting kids hooked on products.	T / F
e	“Advergame” may become a new English word.	T / F
f	Advergames encourage kids to mail their friends about new products.	T / F
g	Kids can get extra online power if they buy specially-packaged goods.	T / F
h	Many people believe the ads can help combat childhood obesity.	T / F

Task II. Give a summary of the text.

Text 8
Anger over Racist Chinese Advert

Task I. Read the article and decide if the statements below are True (T) or False (F). Correct the false ones.

There is a lot of anger on social media because of an advertisement for a Chinese laundry detergent. Some newspapers are saying it could be the most racist advert ever made. The commercial was created for the washing detergent company Qiaobi. In the ad, a young Chinese woman puts a detergent tablet into the mouth of a black man. She pushes him into a washing machine, closes the lid and then turns it on. The next scene shows the result of the wash – the black man has turned into a white Chinese man. The woman looks happy when she sees the fairer-skinned man. The ad is a month old but went viral 24 hours ago, after it was shared on social media.

Many news agencies are attacking the ad because of its racist content. The website BuzzFeed called it, the “most racist ad of 2016”. It said the ad would make you feel dirty. It wrote: “The commercial will likely leave you feeling like you need a shower.” One blogger complained that: “Chinese companies fail to understand the sensitivity of racism, which is a shame, but common in China.” Another blogger

asked: “How can these marketing people have no knowledge of racism?” The owner of Qiaobi told the BBC that he didn’t realise the ad was racist until someone pointed it out. He said: “To be honest, I didn’t really pay that much attention to the advertisement.”

a	There is anger over an advert for a Chinese laundry detergent.	T / F
b	Some newspapers say it is the most racist ad ever made.	T / F
c	The ad shows a black man having to wash a white woman’s clothes.	T / F
d	The ad is more than three weeks old.	T / F
e	The site BuzzFeed called the ad the most racist in advertising history.	T / F
f	The ad showed people in need of a shower.	T / F
g	A blogger asked why marketing companies knew so little about racism.	T / F
h	The company’s boss said he knew the ad was racist when he saw it.	T / F

Task II. Give a summary of the text.

Text 9

Prime Ad Space, Advertise on My Face

Task I. Read the article and decide if the statements below are True (T) or False (F). Correct the false ones.

“Prime Ad Space, Advertise on my face”. This is the web banner of a 20-year-old American man selling advertising space on his forehead to pay his college bills. Andrew Fisher of Omaha, Nebraska, has started a company called www.HumanAdSpace.com in the hope that human advertising will be the next big thing. Companies have been invited to advertise their company logo or website domain on his forehead in the form of a temporary tattoo for 30 days. He is set to make a fortune from this revolutionary idea. At the time of writing the highest bid is \$21,150. All bids end on January 13th at 9.45PM American Pacific Standard Time. On his website he posts, “This auction has just been covered by all four of the major news networks where I live (ABC, CBS, FOX, NBC), and I have just been interviewed by BBC.” He says, “Take advantage of this radical advertising campaign and become a part of history.” Such is the media

interest, the winning ad is likely to be seen around the world for the next month as TV companies and documentary crews gauge the level of interest in the human ad. Your forehead next?

a	Coca Cola wants people to walk around with their logo on their faces.	T / F
b	A 20-year-old American man is selling advertising space on his forehead to pay his college bills.	T / F
c	The man has started a company called ForeheadSpace.com.	T / F
d	He will wear a small TV screen on his forehead with a commercial running nonstop.	T / F
e	A company logo or website domain will be on his forehead in the form of a temporary tattoo for 30 days.	T / F
f	He has been interviewed by ABC, BBC, CBS, FOX and NBC.	T / F
g	This ad will become part of advertising history.	T / F
h	TV companies and documentary crews are likely to follow Mr. Fisher for one month.	T / F

Task II. Give a summary of the text.

Text 10

Mastercard Removes its Name from its Logo

Task I. Read the article and decide if the statements below are True (T) or False (F). Correct the false ones.

The world-famous credit card company Mastercard is removing its name from its company logo. It will follow the likes of Apple and Nike to have a logo that has a symbol only and no writing. Mastercard had traditionally used a logo that had overlapping yellow and red circles with the word “Mastercard” written over the top. The company has decided to drop the word “Mastercard” and use just the two intersecting circles as a wordless logo. The new logo will be used as the brand’s symbol on credit cards and in stores, as well as on advertising at sports and other events. The company’s marketing officer said over 80 per cent of people spontaneously recognized the new symbol without the word “Mastercard”.

Mastercard conducted extensive research for more than 20 months on how recognizable the new logo would be without its name being on it. The new logo is part of a wider strategy to transition from being a credit card company to a digital payments and financial services

company. The world is now full of instantly recognizable logos that contain no words. Apple’s bitten apple logo and Nike’s swoosh are prime examples. Most of the logos of apps on people’s smartphones are just symbols. A design expert spoke about maximizing the effect of a small logo on a phone or watch. He said: “You’re trying to optimize for a very small piece of real estate on a very small piece of glass.... A 10-letter name is kind of a monster.”

<https://breakingnewsenglish.com/>

a	Mastercard is following the likes of Apple by having a wordless logo.	T / F
b	Mastercard’s logo has a red circle and an orange circle.	T / F
c	Mastercard’s new logo will not be used on its credit cards.	T / F
d	More than 80% of people recognized Mastercard’s new wordless logo.	T / F
e	Mastercard spent 20 years doing research on its new logo.	T / F
f	Mastercard wants to change to be a digital payments company.	T / F
g	Most of the logos on apps on our smartphones contain words.	T / F
h	A design expert said a wordless logo is like a monster.	T / F

Task II. Give a summary of the article.

TEST YOURSELF

READING

Task I. a) Read the two passages quickly and choose a title for each one from below.

- A New Style of Advertising
- Better Television?

b) Can you think of alternative titles for each passage?

Task II. Now read the passages carefully and answer the questions that follow each one.

1) Digital vision stops television being special. The picture quality and sound are better, but that doesn't make it any less dreary. I wander digital TV's choices rather as I would wander the freezer choices of frozen goods shops, morosely looking for something reassuring to defrost on a cold Wednesday evening. I know that the Simpsons will be on at 7pm each weekday; I know that Seinfeld is on at 11pm; I know there will be news whenever I want it. Everything is in its proper time slot ready to be activated by me if I can work up the enthusiasm. I know too that if I miss a movie I will be able to catch up with it later – they are all repeated in a short cycle. Thanks to digital, television is no longer engaging, no longer an event. Rather, it is a private experience, making viewers more truly alone than ever before. It hardly ever captivates us, still less does it challenge or unite us in the superficial way television used to do. By making the television experience much more impoverished because it offers lots of only mildly interesting choices, digital TV will help us to make our lives richer. We will reduce it to a corner of our lives. Television will not end with a bang, but with a shrug of the shoulders.

1. The writer's reaction to digital TV is one of

- A** reluctant fascination.
- B** enthusiastic acceptance.
- C** enormous admiration.
- D** gloomy disinterest.

2. The writer claims that before the advent of digital television,

- A** television had some significance.
- B** television was less interesting.
- C** television isolated us.

D television enriched our lives.

2) Ambient advertising is putting advertisements in unusual places in the hope that the surprise of seeing them will make the consumer remember the product. One successful campaign to advertise modern art, for example, came up with the ingenious idea of sticking black and white labels on everyday objects such as paving stones and lamp posts, describing them as though they were works of art. Another successful campaign, for Scrabble, used letter keys from the board game to make strategically placed new words. So the “I” in a street-side no parking sign was turned into the word ‘fascists’, while the ‘s’ in a sign outside a dentist’s surgery was used to create the word “sadists”. A face projected onto the houses of Parliament to promote FM magazine, images of England footballers on the White Cliffs of Dover to sell Nike Trainers, and bus stops that squirt Impulse body spray at passers-by are all examples of ambient media. But whereas it used to be the preserve of low budget advertisers who couldn’t afford to pay for ‘proper’ media space, ambient advertising is now being used by everyone, from dot.coms to major blue-chip companies.

3. *This passage probably comes from*

- A** an advertising company’s brochure.
- B** a magazine article.
- C** an academic textbook.
- D** a newspaper’s editorial section.

4. *According to the writer, ambient advertising*

- A** can only be used for certain products.
- B** is preferred by small companies.
- C** attracts people’s attention.
- D** is becoming mainstream.

Task III. Answer the following questions.

1. In the first passage, find at least two words or phrases which the writer uses to say that digital TV is boring.

2. According to the second passage, who were the original users of ambient advertising?



LISTENING

Task I. Listen to the speaker who runs a web-business giving a presentation to a group of marketing managers on how to successfully advertise on the Internet. Choose the best ending A, B or C for each sentence 1–5.

1. *The speaker compares throwing adverts into the air to...*

- A Internet advertising.
- B wasting money on advertising.
- C advertising with leaflets.

2. *His first piece of advice is to ...*

- A make sure people find you on search engine.
- B make sure people visit the search engine.
- C set up a search engine.

3. *Spend plenty of time on ...*

- A promoting others on your site.
- B creating links to increase traffic.
- C recommending your product on other sites.

4. *The speaker ...*

- A thinks email can be effective.
- B is doubtful about using email.
- C never sends marketing email.

5. *It's a good idea to ...*

- A give free samples away at the beginning.
- B make the website free to visit.
- C offer something free to encourage people to return.

Task II. Listen to the presentation again and write down the techniques the speaker has mentioned.

USE OF ENGLISH

Task I. Fill in the gaps using the correct word A, B, C or D.

The Info-Revolution

We have all seen an enormous increase in the role of the mass (1) _____ in people's lives. First of all, the growth of (2) _____ of both serious and (3) _____ Newspapers, has been tremendous. Public (4) _____ is influenced by powerful (5) _____. Who not only own our newspapers which often have a (6) _____ of millions, but who also own television and radio (7) _____ in many different countries. The huge quantity of (8) _____ that people have to deal with has rocketed with the advent of satellite and cable television. At the same time, more and more people have (9) _____ to (10) _____ computers. Information available at home via the Internet is infinite.

1.	A messages	B medium	C mediums	D media
2.	A printing	B information	C interest	D press
3.	A cheap	B people	C popular	D public
4.	A opinion	B health	C service	D views
5.	A managers	B writers	C celebrities	D editors
6.	A popularity	B readers	C circulation	D profit
7.	A Networks	B users	C sets	D ports
8.	A correspondence	B reporters	C information	D details
9.	A control	B ownership	C contact	D access
10.	A electronic	B personal	C large	D ROM

Task II. Use the words below to complete the sentences.

influence	publicity	agency
brand	sponsor	slogan
hype*	competitors	logo

*We use *hype* when we think the advertising is exaggerated.

1. Do people really buy things just because they've seen them advertised on TV? – Of course they do! Advertising has a huge on all the choices we make.

2. Advertisers like to think of a clever to make people remember their product. For example, Coca Cola's is "It's the real thing."

3. Nike are going to the next World Cup. All the players will have to wear the Nike on their shirts.

4. What of cigarette do you smoke?

5. Most companies spend a lot of money on advertising. It's the only way they can stay ahead of their

6. My sister's just got a job working for an advertisingin London.

7. Did you see Jodie Foster on that chat show last night? She was really good. – She's been on all the shows this week. It's all just for her new film.

8. You went to see Spielberg's new film at the weekend, didn't you? What was it like? – Well, considering all the, I thought it was a bit disappointing.

Task III. Read the text and think of the word which best fits each gap.

Ads Everywhere!

Advertising has become a part 1) ___ everyday culture. People are exposed 2) ___ hundreds of adverts every day whenever they switch 3) ___ the TV or radio or open a newspaper or magazine. This means that we know all 4) ___ the tricks that advertisers use to sell us their products and so they need to work harder 5) ___ ever to keep us interested. The latest trend designed to do this is known 6) ___ ambient advertising. This is the practice of putting ads in unusual places to make the product stick 7) ___ people's minds. It also allows the advertisers to 8) ___ flexible and to try all sorts of new approaches to advertising. Ambient ads started out on the sides of taxis and the backs of bus tickets but even these 9) ___ now become commonplace. One recent award-winning campaign advertised a modern art agency 10) ___ putting stickers on everyday objects 11) ___ as lamp-posts and paving stones, describing them as 12) ___ they were works of art. Another involved projecting images of an English football team onto the White Cliffs of Dover 13) ___ promote a brand of trainers. It seems that wherever you go 14) ___ days some advertising agency will have got 15) ___ first and will be desperately trying to grab your attention.

SPEAKING

Comment on the following:

Advertising is a necessity of modern life. WHY?

What is your favourite advertisement? WHY?

WRITING

Decide on a product to advertise. Prepare two ads for it; one for the radio and another for the press.

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