

Unit 5 – vocabulary and expressions related to advertising

Reading

“

First of all, an advert has to be attention-grabbing and powerful. You need a strong image that is eye-catching, a catchy slogan, a joke or something shocking. In advertising, we talk about the AIDA formula. A is for attention. I is for interest. D is for desire. A is for action. An ad needs to do more than get our attention. It also has to be effective and persuasive. It must get us interested, make us want the product and motivate us to go out and buy it.

Michael Hamilton, advertising executive

”

“

Advertising has changed over the years. Adverts are no longer purely informative and focused on the product. Many of the adverts that we see today are short stories telling inspirational tales that are often witty, humorous and sophisticated. People do not want to remember that life can be dull. They want to see something original and creative. The adverts take away the ordinariness of everyday life and take us to somewhere exotic or romantic.

Miranda Hoyles, head of US advertising agency

”

“

Many people talk about advertisements that are exciting and intriguing. But for me, an instantly recognisable logo is really important. Good logos have been built up so they are recognisable. Part of what makes a good advert is a clear symbol that people immediately identify with the company. A good slogan also helps you make a connection. ‘The real thing’ makes you think of Coca-Cola immediately. It’s also important that your slogan does not become irritating.

Christie Peterson, illustrator

”

Exercise

2a Read three opinions about advertising. Are these statements true, false or partly true?

- 1 Michael Hamilton says that adverts must attract attention and be colourful.
- 2 He also states that an advert should encourage us to do something.
- 3 Miranda Hoyles states that adverts nowadays do more than in the past.
- 4 Hoyles also says people like adverts that reflect everyday life.
- 5 Christie Peterson focuses on company names, slogans and logos.
- 6 She says that mystery in an advert is more important than learning the product or company name.

Keys

1. Partially true. It doesn't mention colourful
2. T
3. T
4. F (people don't want to be reminded about how dull life can be, they want something creative)
5. Partially true (slogans and logos only)
6. F

VOCABULARY

ADJECTIVES, ADVERTISING

3 Find adjectives in the first two texts in Exercise 2a which mean the following.

- 1 attracting your attention easily
- 2 unusual, attractive and noticeable
- 3 amusing and enjoyable, easy to remember
- 4 very surprising
- 5 works well and produces the results you want
- 6 able to make people do or believe something
- 7 funny and clever
- 8 not interesting or exciting
- 9 imaginative, using completely new and different ideas
- 10 unusual and exciting because it comes from a distant country

Keys

1. Attention-grabbing IT -> che attira l'attenzione
Get someone's attention
2. Eye-catching IT -> appariscente
unusual or attractive in a way that makes you notice it
3. Catchy IT -> memorabile, orecchiabile, accattivante
easy to remember
4. Shocking IT -> scioccante
very surprising, upsetting
5. Effective IT -> efficace
working in the way that was intended (opposite: ineffective)
6. Persuasive IT -> persuasivo
able to make other people believe something, convincing
7. Witty IT -> acuto, arguto
clever and amusing
8. Dull IT -> monotono, spento, sbiadito, noioso, grigio (senso figurativo)
not interesting or exciting, boring
9. Original IT -> originale
completely new and different from anything that anyone has thought of before
10. Exotic IT -> esotico, insolito
unusual and interesting because it is related to a foreign/ distant country

4 Match the words connected with advertising with their meanings.

sponsorship	commercial (n)	promote	jingle
misleading	slogan	endorse	logo

- 1 an advert on TV or radio
- 2 financial support a company gives in order to get publicity for themselves
- 3 a short phrase that is easy to remember
- 4 to say publicly that you support or approve of something
- 5 giving the wrong idea or impression
- 6 special design/symbol that a company puts on all its products or adverts
- 7 to help to sell something, especially by advertising
- 8 a short, easy to remember phrase with music

Keys

Sponsorship – financial support a company gives in order to get publicity for themselves (2)

IT -> sponsorizzazione

Commercial (n.) – an advert on TV or radio (1)

IT -> pubblicità, spot (in TV o radio)

Promote – to help to sell something, especially by advertising (7)

IT -> pubblicizzare, promuovere

Jingle – a short, easy to remember phrase with music (8)

IT -> motivetto musicale

Misleading – giving the wrong idea or impression (5)

IT -> fuorviante, ingannevole

Slogan – a short phrase that is easy to remember (3)

IT -> slogan, motto

Endorse – to say publicly that you support or approve of something (4)

IT -> promuovere, sponsorizzare

Logo – special design/ symbol that a company puts on all its products or adverts (6)

IT -> logo

To understand the difference between a LOGO, a SLOGAN and a JINGLE you can watch this video https://www.youtube.com/watch?v=SE1B3N_a7fE

The LOGO is usually visual

The SLOGAN is text

The JINGLE is oral

Further vocabulary

To focus on something

Advertise (v.)	Fare pubblicità, pubblicizzare <i>advertise (something) on television/in a newspaper</i> etc “Many companies will only advertise in the Sunday paper”.
Advertisement (n. count) Abbreviated -> ad/advert	Annuncio (pubblicitario) Pubblicità Ex. “The Sunday papers are full of advertisements for cars”.
Advertising (n. uncount.) (adj.)	Pubblicità (n.) “Newspaper advertising can be of great value to some sectors” Pubblicitario (agg.) “Deutsch is the biggest advertising agency in the world”.

Advertising is the skill of communicating a brand, a product or a service

Advertising often follows the **AIDA** approach:

A Attention -> capture the customer's attention

I Interest ->stimulate interest

D Desire ->create desire for product/service

A Action -> action occurs when the customer purchases the product

Words connected to “change”

Alter = change (IT= alterare)

Enhance = improve something (IT = accrescere, migliorare)

Manipulate = skilfully control or move something (IT = manipolare)

Distort = change the shape or sound of something (IT = distorcere)

Exaggerate =make something seem better, larger, worse etc. than it really is (IT = esagerare).

Text: Is it acceptable to manipulate images in advertising?

What are the advantages of image manipulation? What are the disadvantages?

Arguments **for**:

1. Readers are not naïf, they are aware of manipulation techniques
2. Manipulated images as a fantasy, something that doesn't exist in the real world
3. Manipulated images are created for a marketing purpose and sometimes they are witty so that consumers are attracted to the product;
4. Altered images are not a problem because people are aware they are fake. The problem is that people sometimes cannot discern that images do not represent reality.

Arguments **against**:

1. Manipulation of images has been exaggerated and it can be harmful, especially to young people -> impossible aesthetic standards may contribute to the low self-esteem of young people;
2. Harmful effects of image manipulation may be: eating disorders and emotional problems such as non-acceptance of one's own body or willingness to undergo cosmetic surgery;
-> government measures to regulate image manipulation
-> examples of celebrities against image manipulation (Kate Winslet, Brad Pitt, Britney Spears)

damaging = harmful

side with an argument = to agree with an argument

Key language for presentations

Good morning, I'd like to introduce [...]

My purpose today is to [...]

My presentation is divided in three parts: firstly, I will [...], secondly [...], then [...], and finally[...]

If you have any questions, I will be happy to answer them at the end of the presentation.