

Lessons 5–6 The language of advertising and marketing

- What is your favourite TV, magazine or radio advert?
- Do you think advertising works? Why/why not?

Reading

- 1** Skim the article and choose the best title.
- a** How advertising works
 - b** Wordplay: the tricks of advertising
 - c** Advertising today

Reading strategy

When you skim for the general idea of a text, look at the title, headings and any images first. Then, if you are still not sure, read the first sentence of each paragraph.

Certain words can affect people's emotions

– a fact that all advertisers know. The language used in advertising is chosen to create a **very** positive image of their product.

HERE ARE SOME TRICKS ADVERTISING COMPANIES USE

1 Playing with language for slogans

Advertisers change grammar rules and language to create memorable slogans. Here are some popular techniques they use:

2 **RYHMING** Putting words that sound the same together always makes it easier to remember something! This is what they call a *catchy* slogan; one that people remember for years. A good example is the Duracell batteries slogan 'No battery is stronger longer'.

3 **CONCISE** The shorter the message, the easier it is to remember. Can you think of any advertising slogans? How long are they? Adidas's **extremely** unforgettable slogan in 2004 *'Impossible is Nothing'* is only three words.

Techniques

To make their products seem **totally** unique and needed, advertisers use specific techniques when designing their campaigns. Here are a few:

CELEBRITY ENDORSEMENTS Knowing someone important is using a product makes people want to buy it. Some products use celebrities to advertise, like Michael Jordan for Nike shoes. Celebrities become the 'face' of brands, so people always think of the product when they see them. George Clooney's adverts for Nespresso are an especially good example.

GIVING FACTS Advertisers make claims in their slogans that aren't new. Facts give their product a **really** strong image. De Beers jewellery uses 'A Diamond is Forever' as their slogan, which is something people already know!



reading continues on next page!

7

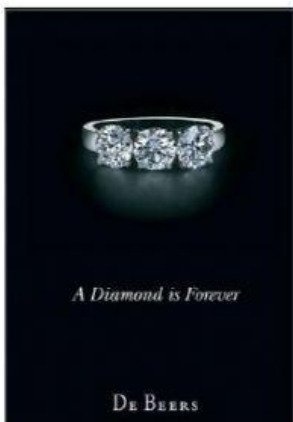
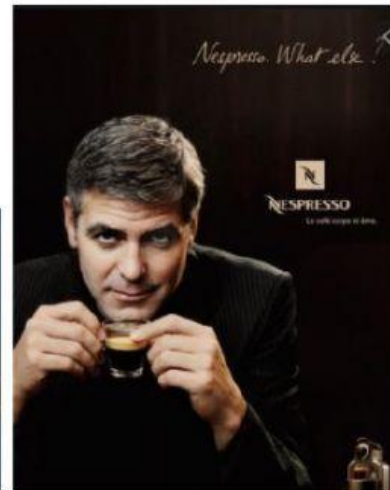
COMMAND ACTION Do you sometimes watch an advertisement and feel like you have to do something? This is what advertising campaigns want you to do! Using imperative sentences leads to action. Sprite gave its viewers an order by saying 'Obey your thirst'.

ASKING QUESTIONS Do you ever watch TV, read a magazine or listen to the radio and find yourself answering a question in an advertisement? One of the most famous question slogans is 'Got Milk?', which was a health campaign in the USA to get people to drink more milk.

8

Now you know some of the tricks in the advertising business, will you still believe all these adverts? More importantly, will you still buy all these products?

Unit 5 Lessons 5–6



10A BRIDGE TO SUCCESS COURSEBOOK UNIT 5: FILM AND MEDIA:
The Language of Media and Advertising p12-13cb & wb

Task 2b: Read the text again and answer the questions

- 2** Read the article and choose the correct answer.
- The Duracell batteries slogan is an example of ...
 - rhyming.
 - celebrity endorsement.
 - asking consumers questions.
 - The Adidas slogan '*Impossible is Nothing*' is unforgettable because ...
 - it rhymes.
 - it is only three words.
 - it is endorsed by superstar athletes.
 - An example of using commands in advertising is ...
 - the milk health campaign advert.
 - the Sprite advert.
 - the Nespresso advert.
 - Nike used Michael Jordan in one of its campaigns because ...
 - he is related to sport.
 - he didn't charge them a lot.
 - he drank Nespresso.
 - 'Got Milk?' was used to persuade people to ...
 - drink Nespresso coffee.
 - do more sport.
 - drink milk.

Task 3 Use the table from Task 2a to help you.

- 2** Choose the correct word (a–c) to complete the sentences.
- The new _____ for our product works well. Everyone is saying it.
 - brand
 - emotion
 - slogan
 - This shampoo is _____ – no other has the same ingredients.
 - image
 - unique
 - rhyme

UNITED ARAB EMIRATES
 MINISTRY OF EDUCATION



الإمارات العربية المتحدة
 وزارة التربية والتعليم

- 3 Which is your favourite _____ of perfume?
- a brand
 - b claim
 - c rhyme
- 4 We're looking for a celebrity to provide _____ for our new product.
- a unique
 - b endorsement
 - c emotion