

Reading Practice & Vocabulary- Language of Advertising Lessons 5-6

## 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



## Playing with language for slogans

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

**RHYMING** 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'.

**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.

**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'*.

## 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!

**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.

### Finding Details in a text- Choose the correct answer

**2** Read the article and choose the correct answer.

1 The Duracell batteries slogan is an example of ...  
a rhyming.  
b celebrity endorsement.  
c asking consumers questions.

2 The Adidas slogan '*Impossible is Nothing*' is unforgettable because ...  
a it rhymes.  
b it is only three words.  
c it is endorsed by superstar athletes.

3 An example of using commands in advertising is ...

4 Nike used Michael Jordan in one of its campaigns because ...

- a he is related to sport.
- b he didn't charge them a lot.
- c he drank Nespresso.

5 'Got Milk?' was used to persuade people to ...

- a drink Nespresso coffee.
- b do more sport.
- c drink milk.