

WORDS

accept =to say yes to

ad = short word for advertisement

announcement = an important or official statement

appear = can be seen

athlete = a person who competes in a sporting event

average =normally, usually

basic = main

bold =here: words that are in thicker print than others

broadcast = to send out radio or TV programmes

business =here: job, work

cartoon = a short film that is made up of many drawings or pictures

catchy = easy to remember

certain =special

choose = to decide which one you want

commercial = an ad on TV or on the radio

compare =to put side by side

elevator = a machine that takes you from one floor of a building to another

feature = show

get the message across =to make sure people understand what you want to say

headline = the title of a newspaper report that is printed in large letters on the first page

identify =connect

message = written information that you leave for a person

point out = to show

printed ad =an ad in a newspaper or magazine

promise = to tell someone that you will do something

related = connected

repetition = to do or say something many times

service = the work you do for someone

slogan = a short phrase that is easy to remember

techniques = way to do something

voter =a person who elects someone for a job

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.



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.

WORDS

according to = as shown by someone or something

ad = short word for advertisement

advantage = good side of

appear = to be seen, are shown

broadcast = to send out radio or TV programmes

brochure = a thin book that gives information on something or advertises something

case = here: most of the time

certain = special

classified ad = small ad with only a few lines

commercial = an ad on TV or radio

communication = the way of sending information from one person to another

direct mail = advertisements that are sent by post to many people

display ad = a big ad with pictures and text

electronic media = information that is offered to the public through TV, the radio, Internet etc..

especially = mostly for

for instance = for example

headline = the title of a newspaper report that is printed in large letters on the first page

illustration = picture

in contrast to = a difference between people, things or ideas

income = the money a person gets when they work

leaflet = a small book or a piece of paper that has information on it

local = here: in your city or neighbourhood

mail = post

mail-order company = a company that sells things only by post and does not have a store or shop

nationwide = in the whole country

offer = give

on sale = something that can be bought in a shop

place = put

print media = information that is printed and given to the people, like magazines, newspapers etc..

printing quality = quality of a printed paper

profit = to earn money

publish = when something is written, printed and sold

reach = get to

related = connected

section = part

space = room, a part of a paper

sure = certain

ADVERTISING MEDIA

Advertising gets to people through different forms of **communication**.

Newspapers, magazines and **direct mail** belong to **print media**. TV, radio and the Internet are among the most important **electronic media**.

NEWSPAPERS



Almost half of a newspaper is made up of **ads**. Local papers have **ads** of local companies, but **nationwide** newspapers also advertise products that are sold all over the country. Most papers are **published** daily so new ads, like products **on sale** or movie openings can be **placed** every day. Newspapers sell advertising **space** in all **sections** of their paper. In most **cases ads** of products will be put in the **section** they are **related** to.

Display ads are big ads that can take up from a few cm to a full page. They have **illustrations**, **headlines** and lots of

information on a **certain** field.

Classified ads appear in a **separate section** of a newspaper. Most of them only have a few lines and list homes, cars for sale, **furniture** or other things that private people want to sell or buy.

MAGAZINES

Magazines mostly **appear** all over the country and are used by national advertisers. **In contrast to** newspapers they are read when people have more time. They are kept for a few weeks or even months. Better **printing quality** and colour **ads** are among the **advantages** of magazines.

Many special magazines are made for groups of people. The ads that appear there are **especially** for these groups. A computer magazine, **for instance**, may have many **ads related** to computers, printers or scanners.

DIRECT MAIL

Direct mail consists of **leaflets**, **brochures**, catalogs or letters, that are **mailed** directly to people. **Mail-order companies profit** from this kind of advertising. Some mailing lists send information to all the people others only have special lists **according** to the jobs that people have or their age or **income**. Direct mail costs a lot of money, but advertising companies can be **sure** that they will **reach** the people.

RADIO

Local advertisers **place** about 70 per cent of advertising on the radio. An **advantage** of radio is that people listen to programs while doing other things. In some cases radios are on the whole day. **Commercials** last about 30 seconds. Radio stations are more specialized in what they **broadcast**. One radio station **offers**



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according to = as shown by someone or something
ad = short word for advertisement
advantage = the good side of
appear = to be seen
attention = to make someone notice something
audience = the people who watch or listen to something
available = here at all times
banner = an ad that is shown over the top of an Internet page
billboard = a large sign that is used for advertising
brand = type of product made by a company
broadcast = to send out radio or TV programmes
by-passer = a person who passes by something
certain = special
combine = unite, join
commercial = an ad on TV or radio
create = make
display = a large screen that shows something
especially = above all, particularly
focus on = concentrate on
form = questionnaire, document which you write information into
image = picture
infomercial = a long television ad that gives you a lot of information and seems like normal programme
local = in your city or neighbourhood
main = most important
outdoor sign = large poster that is in the open and that you can see
pop up = an ad that pops up in its own window
prime time = the time in the evening when most people watch TV
product placement = when a product appears in a TV programme or a film
range = to go from ... to
reach = get to
rent = to pay money so that you can use something
repeat = to do something again
routine = what you do every day
sales = the selling of
sign = notice, poster with information on it
Super Bowl = the most important American football game; it ends the season in January and millions of people watch it
throughout = in the whole
via = through, by way of
wide audience = a lot of people

pop music and has a younger listening **audience**; the other may **broadcast** classical music with older listeners. The **ads** can be chosen **according** to the group of people who listen.

OUTDOOR SIGNS

Large colourful **outdoor signs** can easily catch the **attention** of **by-passers**. But these **ads** must be short and simple because viewers see them only for a few seconds.

The **main signs** are posters, **billboards** and electronic **displays**. Billboards are owned by **local** companies that **rent** them to **advertisers**. Sometimes ads are painted on buildings. Electronic billboards have large **displays** where ads change very quickly. They are the most expensive kind of **outdoor signs**.

TELEVISION

Television **combines** sound and moving **images**. It is one of the most expensive forms of advertising, but on the other hand it **reaches** a very **wide audience**. Advertisers buy time from TV stations to **broadcast** their **commercials**. This time is cheaper at times when fewer people watch TV, as in the early morning hours and gets very expensive during **prime time** evening shows. Sometimes advertisers pay a lot of money to get their ads on TV during special programmes, like the Olympic Games or the **Super Bowl**.

Infomercials have become very popular in the last few years. They are normal TV shows that **focus on** the **sales** of **certain** products. Details on how to buy the product (telephone numbers etc..) are **repeated** many times during the programme.

Some TV stations also sell advertisers **product placements**. For example a **brand** of pizza can a car can **appear** in a scene of a TV show.



INTERNET



Internet advertising is becoming more and more important. **Especially** young people spend less time watching TV and more time on the Internet. The Internet has the **advantage** of being **available** to people around the world at all times.

Ads **range** from **banners** to **pop-ups**. Companies that spend a lot of money on advertising often **create** their own Internet site for a **certain** product. Web users are often asked to fill out a **form** that asks them about their daily **routines**, where they live, how old they are, how much they earn etc.. Companies use this information to find out what kind of people visit their websites. Sometimes ads are sent **via** email. Because a lot of unwanted emails (spam) are sent **throughout** the world many people don't like this.

WORDS

advertising firm = company that organises ads and sells them

appear = to be seen or shown

ban = forbid

brand = type of product made by a company

buying habit = the way people go shopping and what kind of things they buy

certain = special

conduct = do

customer = a person who buys things in a shop

design = make

determine = decide

develop = work out

display = presentation

draw = here: to make a person do something

encourage = to tell someone that it is good to do something

gather = collect

highlight = to draw attention to, stress, focus on

image = picture

impress = to show that you have something that other people don't

in charge of = to have control for something or someone

jingle = a short song or melody in ads

law = the rules of a country

market research = to collect information about customers and what they want and buy

misleading = to make someone believe something that is not true

place = put

protect = defend, care for

rate = rank, to measure the value of something

researcher = person or company that tries to find out facts about something

rule = law

run = here: to be shown

sample survey = questions that you ask some people in order to find out about what they think and how they behave

skiing resort = town or village that is famous for winter tourism

slogan = a short phrase that is easy to remember

social status = the class that someone comes from

theme = topic

tobacco = dried brown leaves that are smoked in cigarettes

transit = a system for moving goods or people from one place to another

various = different

violence = aggression, fighting, brutality

OTHER FORMS

Transit signs are small posters **placed** on trains or buses.

Window **displays** are **designed** to **draw** a **customer** into a store. They **highlight certain** products and **encourage** the **customer** to come into the shop. Some stores have their own department **in charge of** shop windows.

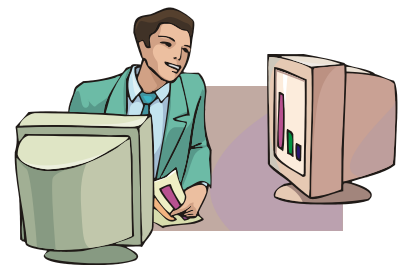


PRODUCTION OF ADS

Most companies hire special **advertising firms** that specialize in making ads. The first step in making ads is to learn about the product and understand who uses it.

Information is **gathered** from **customers**.

Market research takes a look at the **customers' buying habits** and **conduct sample surveys**. **Researchers** also try to find out how customers **rate various brands** of products.



Research also tries to find out why customers buy a product. For example, advertisers may find out that people buy a **certain** car because they want to **impress** their friends or show that they have a lot of money. The age, sex and **social status** of a **consumer** may also be important. They also try to find out where and when a product is sold best. Snowboards for example can probably be sold better during the winter time and in **skiing resorts**. It is also important to **determine** which kind of media is best to advertise the product.

People in the creative department **develop** ideas and **themes**. They prepare photos or **images** if an ad is to **appear** in newspapers or magazines as well as **jingles** and **slogans** if it **appears** on radio or TV.

When the ad is ready it goes to the media organization where it is **run**.

REGULATION

Governments have made **laws** that **protect consumers** from **misleading** advertising. There are also **laws** that **ban** certain kinds of advertising. **Tobacco** advertising, for example, is not allowed on TV in the USA and in many European countries. Some **rules** are directed at children's ads where the use of **violence** or dangerous activity is often not allowed.

advertising agency = a company that designs ads for other companies

afford = to have enough money so that you can buy something

airwaves = radio and TV broadcasts

ancient = old

Civil War = war between northern states and southern states in America in the 19th century

common = liked by many people and very popular

compete = to try to be better than another company

consumer = a person who buys products

contrasting = different from each other

critic = someone who does not think very well about something and tries to point out the bad sides

development = growth

diabetes = a disease in which there is too much sugar in your blood

economy = financial system of a country

educate = teach

effect = the way in which an event or a person changes

flyer = leaflet, handout = a piece of paper with information on it about things that people want to sell

for sale = something that is to be sold

imagine = to picture something in your mind

improve = to make better

in favour of = for something

increase = to go up

invention = something that has been made and is useful to people

merchant = a person who buys and sells things

obesity = when someone is very fat

personal debt = you spend more money that you have and cannot pay it back

pollution = to make something dirty so that it cannot be used

popular = liked by many people

printing press = a machine that prints newspapers, books, magazines etc..

pros and cons = good and bad sides of something

recently = in the last few years

revolutionize = to completely change the way people do something or think about something

sales = the selling of products

service = work that you do for someone

sign = notice, poster with information on it

space = room

sponsor = to pay for

strategy = the way you do something

target = aim, object of an action

throwaway society = people buy things and use them for a short time and then throw them away and buy something new

waste = the things you throw away

HISTORY OF ADVERTISING

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**.

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**.