

## Unit 6

### Advertising Appeals—Image & Personality

#### 广告诉求—形象和性格

#### ✓ Learning objectives

1. In this unit students will learn words and expressions related to advertising.
2. Students will be able to discuss different types of advertising appeals and the importance of image and personality to a product.

#### 📖 Background reading

Notes:

1. promotional mix 宣传组合,
2. identified sponsor 可确认的出资人
3. publicity 媒体介绍
4. public relations 公共关系
5. personal selling 人员推销
6. sales promotion 产品促销
7. fade 退色 fade (away) disappear gradually (from sight, hearing, memory, etc); become instinct
8. upkeep 保养 upkeep (cost or means of) keeping sth in good condition and repair; maintenance
9. word of mouth 口碑
10. Pompeii 庞贝 Ancient city of Campania, Italy, 14 miles (23 km) southeast of Naples, at the southeastern base of Mount Vesuvius.
11. advertising agency 广告代理
12. broker 经纪人 broker person who buys and sells things (eg shares in a business) for others
13. take over 接收 The firm has been taken over by an American conglomerate.
14. street furniture 街头特有的景物, 如电线杆、路灯柱、书报摊、公共电话亭、长椅、巴士候车亭、垃圾箱等
15. flier 小张广告传单 small advertising leaflet that is widely distributed
16. web banner 网上横额广告
17. skywriting 飞机放烟组成的空中文字 (通常为宣传)
18. town crier (旧时) 街头公告员 (受雇在公共场所宣读公告的人)
19. diaper (婴儿) 尿布
20. streaming 网络串流
21. covert 隐蔽的; 不公开的 concealed; not open
22. product placement 产品置入
23. Super Bowl 美式橄榄球决赛 Super Bowl is the championship game of the

major professional football league in the US with 28 teams, played between the champions of the American Football Conference and National Football Conference at a neutral site each January; it is the culmination of the National Football League playoffs.

24. TV spot 电视时段 spot place for an individual item of entertainment, esp a short regular one, in a television, radio or theatre show
25. unsolicited 主动提供或送出的; 未经请求的 given or sent voluntarily; not asked for
26. in bulk 大量 in large amount
27. spam 垃圾邮件

### **Answers to comprehension questions:**

1. Generally speaking, advertising is the paid promotion of goods, services, companies and ideas by an identified sponsor. Marketers see advertising as part of an overall promotional strategy.
2. In ancient times-- 'word of mouth'; in Pompeii-- commercial messages and election campaign displays; in the 15th and 16th century-- beginning of modern advertising; in the 17th century-- advertisements in weekly newspapers in England, popularity of advertising; the 19th century-- the first advertising agency for ad space in newspapers; in the 20th century-- advertising agencies for the content; in the early-20th century-- a ghost ad such as advertisements painted on the side of buildings.
3. pros—customers can know the information about the products and services at a low cost; ads in newspapers and magazines can reach a larger group of people than other media;
4. cons—sometimes, too much space in newspapers and magazines is taken up by ads
5. No. Radio is not a good choice since many people don't listen to the radio nowadays. TV is most effective as the majority of people are TV viewers. The effectiveness of Web is between those of radio and TV, since more and more people are Web surfers.

### **Translation of background reading**

#### 广告是什么?

##### **定义**

通常来说,广告是付费宣传某些产品、服务、公司或者观念的一种方式,是由一个可确认的出资人发起的。营销人通常视广告为其整体宣传战略的一个组成部分。宣传组合的构成包括媒体介绍、公共关系、人员推销和产品促销等。

##### **历史**

在二十世纪初的美国,经常可以看到画在建筑物侧面的广告。这种广告做法由于缺少维护会褪色,成为了一种“花脸”广告。古代最常见的广告形式是“口碑”。然而在庞贝古城遗址上,人们发现了商业信息和选举宣传展示。在 15 到

16 世纪，随着印刷术的发明，人类朝着现代广告迈出了第一步。17 世纪，广告开始在英国周报上出现，在随后的一个世纪里，广告开设流行。

19 世纪，随着经济的扩张，对广告的需求也同步增长。1843 年，Volney Palmer 在费城建立了第一家广告代理。起初，广告代理只是推销报纸广告空间的经纪人，但到了 20 世纪，广告代理也开始承办广告的内容。

### 媒介

商业广告媒体包括广告牌、街边设施组件、印刷传单、广播、电影，以及电视广告、网页横标、网页弹窗、空中书写、车站广告牌、杂志、报纸、街头叫卖、巴士车体、出租车门、屋顶海报、音乐舞台展示、一次性尿布的橡皮圈、超市里苹果上的标签、流动音视频的开端、入场券的背面和超市收据。凡是由一个可确认的出资人付费用媒体传播其信息的地方，都可称为广告。隐藏在其他娱乐媒体中的广告被称为产品投放。

电视广告通常被认为是最有效的大众市场广告形式，这反映在电视网收取的高额的广告费上。每年一度的美国超级橄榄决赛间插播的商业广告，广为人知，名气似乎胜于比赛本身：一段 30 秒钟的电视广告的平均费用高达 230 万美元（2004 年）。

在互联网上发布广告是近年来的现象。网页上广告空间的收费取决于网页周边内容的“关联性”。邮件广告是另一种新近现象。非所求的大量电子邮件广告名为垃圾邮件。一条信息被视为垃圾邮件是因为它是非所求的，大量出现。

## Part A

### First listening: listen for the gist

How fast did online advertising expand in Britain in 2005?

One is about the increase of the online ad spending in the U.K in 2005 and four factors attributing the growth in online spending.

What is the main idea of news item two?

Samsung India launched its "biggest-ever" channel promotion Samsung Power of 3 for the third quarter of 2005 for rewarding system integrators across the country. Samsung has packaged its color monitors, HDD and OMS products in bundles.

### Second listening: listen for specific information

In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.

◆ Notice the rules that apply to electronic marketing.

The Internet is connecting advertisers and marketers to customers from Boston to Bali with text, interactive graphics, video and audio. Many of the same rules that apply to other forms of advertising apply to electronic marketing. These rules and guidelines protect businesses and consumers and help maintain the credibility of the Internet as an advertising medium. Here is an overview of some of the laws it enforces.

--Advertising must tell the truth and not mislead consumers

-- Claims must be substantiated.

(For teacher's reference: A representation, omission or practice is *deceptive* if it is likely to mislead consumers and affect consumers' behavior or decisions about the product or service. An act or practice is *unfair* if the injury it causes, or is likely to cause, is substantial not outweighed by other benefits and not reasonably avoidable. In addition, claims must be substantiated, especially when they concern health, safety, or performance. The type of evidence may depend on the product, the claims, and what experts believe necessary. If your ad specifies a certain level of support for a claim - "tests show X" - you must have at least that level of support).

◆ Notice different terms relating to promotion.

Definition of Promotion:

Promotion keeps the product in the minds of the customer and helps stimulate demand for the product. Promotion involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.

Definition of Public Relations

Public relations includes ongoing activities to ensure the company has a strong public image. Public relations activities include helping the public to understand the company and its products. Often, public relations are conducted through the media, that is, newspapers, television, magazines, etc. As noted above, public relations is often considered as one of the primary activities included in promotions.

Definition of Publicity:

Publicity is mention in the media. Organizations usually have little control over the message in the media, at least, not as they do in advertising. Regarding publicity, reporters and writers decide what will be said.

Definition of Sales:

Sales involves most or many of the following activities, including cultivating prospective buyers (or leads) in a market segment; conveying the features, advantages and benefits of a product or service to the lead; and closing the sale (or coming to agreement on pricing and services).

Ask students to fill in the blanks with missing information in news item one. Compare answers.

Ask students to do True (T) or False (F) questions for news item two. Compare answers. Explain why it is true or false.

**Third listening: sentences imitation**

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. Online advertising revenues--Online advertising revenues in the United Kingdom

- increased by 62.3 percent in the first half of 2005 over the same period last year,
2. Uptake--The uptake equaled a 62.3 percent increase over the first half of 2004.
  3. Equal--In 2003, the total ad spending for the year equaled £407.8 million (\$715.9 million), less than what was brought in during the six-month period between January and June of this year.
  4. broadband penetration --An increase in broadband penetration, rich media, media consumption and an online retail boom all drove the shift of ad spending to the Web.
  5. climb to-- The online ad spend climbed to £490.8 million (\$861 million) in the first six months of this year, exceeding previous estimates for the period.
  6. account for-- Online rose to account for 5.8 percent of the market, surpassing outdoor advertising, which accounts for 5.1 percent of the total ad spend in the U.K.
  7. overtake-- Previous IAB U.K. estimates expected online to overtake outdoor by mid-2006.
  8. drive the shift of-- An increase in broadband penetration, rich media, media consumption and an online retail boom all drove the shift of ad spending to the Web.
  9. compile-- The IAB U.K. report was compiled from a survey of 75 companies representing thousands of Web sites.
  10. be valid on-- This program is to reward system integrators across the country and is valid on all Samsung color monitor, HDD and OMS products purchases made by SI partners.
  11. apart from-- Apart from these, gifts include Maruti Omni, 54-inch projection TVs, 29-inch DNIe TVs, Samsung 1.5 T split AC, Samsung frost-free refrigerators, motor cycles, mobiles and Titan watches.
  12. as part of-- As part of the scheme, Samsung has packaged its color monitors, HDD and OMS products in bundles.
  13. on the basis of-- to be given to the SI Partner on the basis of a lucky draw to be announced within a fortnight of the closing date of participation.
  14. strengthen relationship with-- Samsung Power of 3 Program is a strong tool to help us grow our business and strengthen our relationship with the SI partners.

## **Part B**

### **First listening: listen for the gist**

What makes advertising copywriting effective today?

This famous advertising copywriter first talks about his involvement in this business. Also, he makes a comparison between writing and copy and writing other kinds of factual copy. Next he explains the striking characteristics needed by advertising copywriter and how should a copywriter write. At last, he gives suggestions on the improvement of copywriters' skills.

### **Second listening: listen for specific information**

Since Part B is a long interview, the teacher can ask students to listen to it in four

separate parts based on the table in the textbook. Stop at each part and leave time for students to fill in the blanks in the table. The key information in the table will make a good summary for the interview. Compare answers.

Ask students to answer the following 6 questions. Compare answers. .

◆ Train students' ability to take down notes and write out key words in order to answer each of the following questions.

1. Why did Mr. Bernbach choose advertising copy writing in the early days?

-- host speech, famous people, governors, mayors, prominent people; interest in art; combination of writing and art, integration of graphics and copy, efficient use of advertising.

2. How did Mr. Bernbach get into writing advertising copy?

-- 1939, literary department, research department, Encyclopaedia Britannica on the history of fairs; articles for various publications, art end for the fair; after, an agency man, challenged by the opportunity; William H ·Weintraub., competed, Veterans of the advertising ;do, proof of a position today; give a fresh point of view, an outside view, what about advertising.

3. Does Mr. Bernbach think writing and copy is more difficult than writing other kinds of factual copy??

-- No. It takes a discipline, knowledge of advertising, what to accomplish comes later; most important thing, original and fresh; find out, think of advertising, whether loved, ignore us; most important, fresh, to be original, compete, shocking news events, violence; all the right things, nobody stop and listen, wasted; darn money for efficiency, measure achieving boredom; right, nobody looks.

4. What kind of writers does Mr. Bernbach look for?

-- problems, formula; danger; attitude, poor writers; interviews, the novelist or short story writer, what time get up, what, bread fast, time, start work, when, stop work; eat corn flakes, take a walk, take a nap, start working, stop, great writer.

-- can't, mathematical, precise; measure, precise, problems; worship of research; concerned facts get, not enough, how provocative facts

5. Is it easier to write with ground rules established by the clients or to write when you have carte blanche?

-- don't permit, client, ground rules; bad for client; never know, as a client; sleep and breathes product, built, lived with it; couldn't know much, advertising; live and breathe, all day; handling the same product, nothing to do.

-- different skills; he, skills, make and market; we, skills, provoke and persuade; entirely different; disadvantages, mathematically, research & mandate; everybody, same; same, attitude, saying the same, lost impact completely.

6. What these writers can do to improve their own skills?

Equation, follow, can't; keep working, thinking, being honest, practicing; bromides, go beyond, fool you; reading.

Ask students to fill in the blanks in the table in order to make a summary of the interview. Compare answers.

Ask students to answer the following questions. Compare answers. .

### **Third listening: sentence imitation**

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

Please first write down the following words on the blackboard or computer. Then ask students to listen for sentences with these words in them. You ask them to listen two times and see who has caught more sentences.

1. recording studio --In a recording studio in the offices of Doyle Dane Bernbach on New York's 43rd sits William Bernbach.
2. Write advertising copies--How did you get into writing advertising copy?
3. Host-I used to host speeches for a lot of famous people
4. graphics and copy --The combination of writing and art led to an integration of graphics and copy that made for a perhaps more efficient use of the total medium of advertising.
5. literary department--I was in charge of the literary department — we called it the research department, we wrote for the *Encyclopaedia Britannica* on the history of fairs.
6. routinized men --I wouldn't go for too routinized men in my copy department, I pull'em in from all over a lot.
7. discipline --I think that copywriting takes a discipline, with a knowledge of advertising.
8. Commission--This is a statistic gathered by people commissioned by the adverting business by the Harvard Business School.
9. advertising community --We wondered whether the advertising community was loved by the American people.
10. boredom --For the sake of measuring things we're achieving boredom like we've never achieved before. We're right about everything, but nobody looks.
11. formula--One of the problems here is that we're looking for a formula. What makes a good writer?
12. provocative-- We're all concerned about the facts we get, and not enough concerned about how provocative we make those facts to the consumer.
13. carte blanche --Do you find it easier to write with ground rules established by the clients or do you find it easier to write when you have carte blanche?
14. industry's point of view --What we are talking about is from the individual's point of view, rather than the industry's point of view.
15. equation --I wish I could give them an equation. So that all they have to do is follow it. But I can't.
16. bromides --Keep practicing I know these are bromides, but to go beyond that would be trying to fool you.

### **Part C**

#### **First listening: listen for the gist**

What is the main idea of this news coverage?

It is about several recognizable techniques advertisers use for the movie Spider-Man 2 to better convince the public to buy a product and shape the public's attitude towards their product. They are repetition, bandwagon, testimonials, pressure, appeal to emotion and association.

### **Second listening: listen for specific information**

In this part the teacher has great freedom and flexibility to ask students questions, to clarify any difficult language points, to add in supplementary materials as background knowledge or in-depth understanding of the listening materials.

◆ Notice key words are related to advertising techniques.  
repetition, bandwagon, testimonials, pressure, appeal to emotion and association.

◆ Notice how these expressions are related to advertising impacts or manipulation  
manipulating emotion; artistic expression, three common argumentative appeals, wishful thinking, appeal to flattery, and appeal to ridicule; appeals to pity; appeals to fear, alarm systems or anti-bacterial spray; appeals to spite

Ask students to fill in the blanks with the correct words. Compare answers.

Ask students to fill in the table with exact figures. Compare answers.

### **Third listening: sentence imitation**

Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).

1. shape attitude towards-- Advertisers use several recognizable techniques in order to better convince the public to buy a product and shape the public's attitude towards their product.
2. concentrate on-- Some advertisers concentrate on making sure their product is widely recognized..
3. to that end-- To that end, they simply attempt to make the name remembered through repetition.
4. get on the bandwagon -- By implying that the product is widely used, advertisers hope to convince potential buyers to "get on the bandwagon."
5. attempt to-- Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both.
6. without long consideration-- without long consideration, some advertisers hope to make rapid sales.
7. provoke-- Apart from artistic expression intended to provoke an emotional reaction (which are usually for associative purposes, or to relax or excite the viewer)
8. aimed at-- appeals to spite are often used in advertising aimed at younger demographics.



9. common-- The use of attractive models, a practice known as sex in advertising, picturesque landscapes and other alluring images is common.

### **Acting out**

One way to organize students to present their views on advertising or copywriting is to divide students into groups of two to four. The members of each group discuss the topic among them and present their opinions in class. Feedbacks from other groups and the instructor are essential for sharing perspectives on the issue.

### Topics for discussion and presentation:

1. What are American attitudes towards the advertising community according to the survey by Harvard Business School? Is it true in China? State your personal opinions on the advertising community in China.
2. What challenges are confronting American copywriters according to the ad guru Bernbach? What possible solutions does the ad veteran suggest?
3. It is surprising to you that this ad veteran prefers to recruit talents who could offer a fresh view but lacks ad knowledge and experience in his copy department. What are his reasons for such an approach to recruitment?
4. What two approaches does the interviewer mention to writing an ad copy in America?
5. Four advertising techniques are introduced in Part C. Do you find the same advertising techniques operate in China as well? Do they perform well in this cultural context? What other advertising techniques appear effective to you?

### Language

Learn to portrait a person's manner and mood.

- ◆ He is smaller than one expects, soft spoken, conservatively suited. He sits on a folding chair, back to a battered piano, regarding the interview in the manner of an innocent man being grilled by an auditor from the Internal Revenue Service.

1. Going back before that, what I wanted to ask you was, what made you decide you wanted to get into this business?
2. Well, I think we're getting too precise. I don't think that everything is measured by definite decisions.
3. I competed for a job there with many veterans of the advertising.
4. I wouldn't go for too routinized men in my copy department.
5. I think it tends to give a fresh point of view, an outside view.
6. That touches on one of the questions I wanted to ask you.
7. I think it takes a discipline, with a knowledge of advertising.
8. This is a statistic gathered by people commissioned by the advertising business by the Harvard Business School.
9. We tried to find out what people think of advertising.
10. We wondered whether the advertising community was loved by the American people. We're not even hated! They ignore us.

11. So the most important as far as I'm concerned is to be fresh, to be original — to be able to compete with all the shocking news events in the world today.
12. We're right about everything, but nobody looks.
13. Let me rephrase that: You've had many writers wording for you in your time.
14. I think I have said before, and I'm going to repeat it to you now: One of the problems here is that we're looking for a formula.
15. We're all concerned about the facts we get, and not enough concerned about how provocative we make those facts to the consumer.
16. I wondered if you find it easier to write with ground rules established by the clients or do you find it easier to write when you have carte blanche?
17. What we are talking about, Mr. Bernbach, is from the individual's point of view, rather than the industry's point of view.
18. What we're trying to get from you — a veteran in this business as a copywriter, is what these writers can do to improve their own skills.
19. Well. I wish I could give them an equation.
20. I know these are bromides, but to go beyond that would be trying to fool you.