



對外經濟貿易大學
UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS

Unit 6

Advertising Appeals ——Image & Personality

广告诉求——形象和性格

✓ Learning objectives

- In this unit students will learn words and expressions related to advertising.
- 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. mix 组合, 混合 mix mixture or combination of things or people
2. publicity (向新闻界散发的) 宣传材料; 广告 publicity (business of) providing information in order to attract public attention; advertising
3. fade 逐渐消失 fade (away) disappear gradually (from sight, hearing, memory, etc); become instinct
4. As evening came, the coastline faded into darkness.
5. upkeep 保养; 养护; 维修 upkeep (cost or means of) keeping sth in good condition and repair; maintenance
6. word of mouth 口头推荐, 口碑

7. Pompeii 庞贝 Ancient city of Campania, Italy, 14 miles (23 km) southeast of Naples, at the southeastern base of Mount Vesuvius. Pompeii was not only a flourishing port but a prosperous resort with many villas. The habits and manners of life in Roman times have been revealed in great detail at Pompeii by the plan of the streets and footpaths, the statue-decorated public buildings, and the simple shops and homes of the artisans.
8. agency 代办; 经销处 agency business or place of business providing a service
9. broker 经纪人; 中间人 broker person who buys and sells things (eg shares in a business) for others
10. take over 接收, 控制, 管理 take sth over gain control of or acquire

11. The firm has been taken over by an American conglomerate.
12. 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
13. flier 小张广告传单 flier small advertising leaflet that is widely distributed
14. web banner 网上横额广告
15. skywriting 飞机放烟组成的空中文字（通常为宣传）
16. town crier （旧时）街头公告员（受雇在公共场所宣读公告的人）
17. diaper (婴儿)尿布
18. streaming 网络串流
19. covert 隐蔽的；不公开的

- 20 covert concealed; not open
- 21 product placement 产品置入
- 22 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.

- 23 spot (插入电视、电台或戏剧节目中的) 节目档 (尤指短小、固定的)

spot place for an individual item of entertainment, esp a short regular one, in a television, radio or theatre show

- 24 unsolicited 主动提供或送出的；未经请求的
unsolicited - given or sent voluntarily; not asked for
- 25 in bulk 大量 in bulk - in large amount
- 26 spam 垃圾邮件

Answer 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 now 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.

Part A

First listening: listen for the gist

- What is the main idea of news item one?

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. In addition, claims must be substantiated.

- 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.
- In addition, 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

1. Ask students to use the following active vocabularies to form sentences as what they have heard from listening (Dictate then remember).
2. 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.
3. 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.
4. overtake-- Previous IAB U.K. estimates expected online to overtake outdoor by mid-2006.

5. 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.
6. compile-- The IAB U.K. report was compiled from a survey of 75 companies representing thousands of Web sites.
7. 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.
8. 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.

9. as part of-- As part of the scheme, Samsung has packaged its color monitors, HDD and OMS products in bundles.
10. 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.
11. 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 is the main idea of this interview on advertising copy writing?

This famous advertising copy writer 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 copy writer and how should a copywriter write. At last, he gives suggestions on the improvement of copywriters' skills.

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.

Ask students to write out key words in order to answer each of the following interview questions.

1. Why did Mr. Bernbach choose advertising copy writing?
 - 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 ad 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;

- 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).

1. regard...in the manner of-- 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.
2. host-- I used to host speeches for a lot of famous people – for governors, mayors, a lot of prominent people

3. an integration of-- I think 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.
4. come along-- I was interested the opportunity came along to do writing and art in advertising, I just took the opportunity.
5. be in charge of-- That was in 1939, I was in charge of the literary department
6. be challenged by-- I was challenged by the opportunity to get into advertising
7. be a proof of-- which I think, maybe, is proof of a position I hold today I wouldn't maybe, is proof of a position I hold today I wouldn't go for too routinized men in my copy department,
8. gather-- This is a statistic gathered by people commissioned by the advertising business by the Harvard Business School.

9. as far as I'm concerned-- 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, with all the violence.
10. darn-- we in America are spending so darn much money for efficiency,
11. discern -- Have you discerned any striking characteristics about any of them ——the more talented or creative people?
12. make for-- It is this attitude that makes for poor writers.
13. mathematical-- You can't be that mathematical and that precise.
14. be concerned about-- We're all concerned about the facts we get, and not enough concerned about how provocative we make those facts to the consumer

15. accumulate-- people who write do have certain ways of accumulating ideas and maybe storing them away for some future time.
16. permit...to-- We don't permit any client to give us ground rules.
17. rather than--- Mr. Bernbach is from the individual's point of view, rather than the industry's point of view.
18. demonstrate-- a veteran in this business who has demonstrated is ability as a copywriter.
19. go beyond -- 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 related to the following terms
repetition, bandwagon, testimonials, pressure, appeal to emotion and association.
- Notice how these expressions are related to advertising appeals.
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.