

## Unit 6

### Advertising Appeals——Image & Personality

#### 广告诉求——形象和性格

#### Comprehension questions:

1. What is advertising and what can it do?
2. Brief the important eras in the evolution of advertising in the United States.
3. Summarize the pros and cons of newspapers and magazines as media class.
4. For an advertiser that seeks to achieve nationwide reach, can radio be a good buy?  
How about TV and web?

#### Part A Exercises

1) **Directions:** *Listen carefully to the first news items and complete the following sentences by filling in the missing numbers.*

- (1) Online advertising revenues in the United Kingdom increased by \_\_\_\_\_ percent in the first half of \_\_\_\_\_ over the same period last year.
- (2) The uptake equaled a \_\_\_\_\_ percent increase over the first half of \_\_\_\_\_.
- (3) In \_\_\_\_\_, the total ad spend for the year equaled \_\_\_\_\_ million (\$715.9 million), less than what was brought in during the six month period between January and June of this year.
- (4) Online rose to account for \_\_\_\_\_ percent of the market, surpassing outdoor advertising, which accounts for 5.1 percent of the total ad spend in the U.K. Previous IAB U.K. estimates expected online to overtake outdoor by \_\_\_\_\_.

2) **Directions:** *Based on what you have heard about the second news item, write “T” (true) or “F” (false) for each of the following statements.*

- (1) (    ) Samsung Power of 3 program announced by Samsung India is valid for a period of 8 weeks, from July 11 to Sept 17, 2004.
- (2) (    ) The program offers prizes of a Hyundai Accent and Hyundai Santro Xing and also includes TVs, refrigerators, motor cycles, automobiles, mobiles and watches.
- (3) (    ) To qualify for participation in this scheme, the SI partner needs to purchase only 13 bundles from Samsung Star Elite Partners between July 11 and July 24.
- (4) (    ) Samsung India said it would be supporting the Samsung Power of 3 Program with an aggressive advertising campaign in print media.

#### Part B Exercises

- 1) Directions:** *Listen to the interview and fill in the following paragraph to make a summary of the talk.*

I think the first and most important thing in advertising is to be original and fresh. According to a statistic gathered by the Harvard Business School, \_\_\_\_\_ of the ads don't get looked at. And we are surprised to find people don't even hate advertisements, they just ignored the existence of them. So the most important is to be fresh, to be \_\_\_\_\_ -- to be able to compete with all the shocking news events in the world today, with all the \_\_\_\_\_. Because you can have all the right things in an ad, and if nobody is made to stop and listen to you, you've wasted it. And we in America are spending so much money for efficiency, to \_\_\_\_\_ things that we're achieving boredom like we've never achieved before. We're right about everything, but nobody looks.

- 2) Directions:** *Listen to the interview again and answer the following questions.*

- (1) What made Mr. Bernbach decide he wanted to get into advertising writing?
- (2) In Bernbach's point of view, what is the first and most important thing in advertising?

Does Mr. Bernbach think there is a formula for the learner to make himself a good writer? What is his advice?

### **Part C Exercises**

- 1) Directions:** *Listen to the paragraph and fill in the blanks with the appropriate words you hear.*

(1) Apart from artistic expression intended to provoke an emotional reaction, three common argumentative appeals to emotion in product advertising are wishful thinking, appeal to \_\_\_\_\_, and appeal to \_\_\_\_\_.

(2) Appeals to \_\_\_\_\_ are often used by charitable organizations and appeals to \_\_\_\_\_ are often used in public service messages and products, such as alarm systems or anti-bacterial spray. And appeals to \_\_\_\_\_ are often used in advertising aimed at younger demographics.

(3) Advertisers often attempt to associate their product with desirable imagery to make it seem equally \_\_\_\_\_. The use of attractive models, a practice known as

sex in advertising, picturesque landscapes and other \_\_\_\_\_ images is common. Also used are " \_\_\_\_\_ " with desired associations. On a large scale, this is called branding.

**2) Directions:** Match the terms in column A with the explanations in column B.

A	B
1) appeal	A. force or weight of sth. pressing continuously on or against sth. that it touches
2) association	B. say or write sth. again once or more than once; act of repeating
3) testimony	C. attractiveness; interest
4) repetition	D. join others in doing sth. fashionable or likely to be successful
5) bandwagon	E. written or spoken statement declaring that sth. is true, esp. one made under oath

### **Acting out**

1. Pair Work: Ask students to mimic the interview in Part B. One will be a TV host and the other will be a well-known copywriter of an advertising agency. Ask questions below:

- What role should critics play in determining what ad is appealing and what is not?
- Can you describe one of your favorite feel-good ads, print, broadcast or TV?
- What is it about the ad that leads people to purchase the product?
- Everyone has his or her own opinion on what makes advertisements effective or ineffective. How does this fundamental aspect of human complicate a copywriter's life when it comes to winning approval for his or her ad copy?

2. Group work: Ask students to form into groups of 4 and make a discussion on the following topics.

- Are people creative because they can produce creative results or are they creative because the way they think?
- Find two ads from each of the following two product categories: automobiles and real estate. Compare the appeals used by two advertisers and tell the similarities and differences.

### **Key to Exercises**

#### **Part A**

##### **News Item 1**

(1) 62.3 2005 (2) 62.3 2004 (3) 2003 £407.8 (4) 5.8 mid-2006

## News Item 2

- (1) F            (2) T            (3) F            (4) T

### Part B

1)

- (1) 85%            (2) shocking            (3) original,            (4) violence            (5) measure

2)

(1) What made Mr. Bernbach decide he wanted to get into advertising writing?

He just took the opportunity. In 1939, he worked at the old New York world's Fair and wrote many articles for various publications. When the fair was over, he was recommended to an agency man who saw him and offered him an opportunity to do writing and art in advertising. Ever since then, he began his career as an advertiser.

(2) In Bernbach's point of view, what is the first and most important thing in advertising?

He thinks the first and most important thing in advertising is to be original and fresh, and to be able to compete with all the shocking events in the world today, with all the violence.

(3) Does Mr. Bernbach think there is a formula for the learner to make himself a good writer? What is his advice?

He doesn't think there's always a formula or precise theories about the success of a good writer. Instead, he holds the view that those who keep working, keep thinking, keep being as honest as they can about what they are doing and keep practicing can surely do well in their business.

### Part C

1)

1. flattery    2. ridicule    3. pity    4. fear    5. spite  
6. desirable    7. alluring    8. buzzwords

2)

1. A    2. E    3. F    4. B    5. A    6. D