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Кафедра иностранных языков

# **АНГЛИЙСКИЙ ЯЗЫК**

**Методическая разработка  
для студентов-бакалавров 1–2 курсов  
гуманитарного факультета  
по специальности «Реклама»**

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А 64 АНГЛИЙСКИЙ ЯЗЫК: методическая разработка для студентов-бакалавров 1–2 курсов гуманитарного факультета по специальности «Реклама» / сост. Е.Н. Львова. – Бишкек: Изд-во КРСУ, 2018. – 80 с.

Основная цель пособия – формирование у студентов навыков чтения литературы по специальности на английском языке путем систематической работы над терминологической лексикой. В основу пособия легли оригинальные тексты научного и научно-популярного характера, заимствованные из специальных медицинских учебников и журналов, научно-популярных журналов и газет. Пособие делится на девять тематических разделов по специальности для письменного перевода и разных видов упражнений. Объем текстов и лексического материала соответствуют требованиям программы и календарных планов. Задания составлены с учетом специфики факультета и имеют практическую направленность. Тексты можно использовать для аудиторных и внеаудиторных занятий. Каждый раздел пособия включает в себя основной текст научного характера, снабженный некоторым количеством заданий и словарь.

Пособие предназначено для студентов-бакалавров 1–2 курсов гуманитарного факультета по специальности «Реклама».

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## CONTENTS

TEXT 1. History . . . . .	4
TEXT 2. Advertising in our Life. . . . .	12
TEXT 3. Advertising in mass media. . . . .	17
TEXT 4. The beginning of poster boom. . . . .	25
TEXT 5. Humor in Advertising . . . . .	32
TEXT 6. Influencing and conditioning . . . . .	38
TEXT 7. Advertising role of packing . . . . .	44
TEXT 8. Advertising. . . . .	50
TEXT 9. Can advertising influence the way we live our life? . . . . .	57
Additional Text for Written Translations . . . . .	64
Test yourself! . . . . .	71
Glossary . . . . .	74
Literature. . . . .	80

## Text 1

### Read the text and translate

#### HISTORY

At first when trade began to develop wide and fast advertising was oral. Traders' dealers and vagrant handicraftsmen offered their highly praised goods and various services in eager rivalry filling with shouts the streets of their cities and towns. The early advertising was carried out by the city heralds or town/city criers. "Golden Age" of ancient Greece saw many heralds who went along the streets of Athens, proclaiming about sales of slaves, cattle and other goods.

One earlier version of advertising was a brand which handicraftsmen put on their goods such, as pottery. As rumors brought information of a skilful craftsman, buyers started to search for the goods with his brand. Today for the same purpose trademarks and branded names are used, in the process of centralization of manufacture value of brand constantly grew.

We can see advertisements in the early documents of written history. During excavations on the territory of the countries belonging to the Mediterranean region archeologists found the signboards informing on various events and offers. The Romans painted walls with announcements of gladiatorial fights, and the Phoenicians painted rocks on routes of different trade processions, in every possible way praising to the skies their goods. One of the inscriptions on the wall of the house in Pompeii highly praised one outstanding politician and called people to give their voices for him voting that time. All these things are predecessor of modern outdoor advertising.

The first advertising in written form is considered to be information on Egyptian papyrus which tells about the sale of the slave and nowadays this papyrus is kept in the British Museum in London.

Advertising began long before the Christian era. One of the first known methods of advertising was the outdoor display, usually eye-catching signs painted on the wall of a building. Archaeologists found many such like signs, in the ruins of ancient Rome and Pompeii. An

outdoor advertisement excavated in Rome offers property for rent, and one more found advertisement painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town.

Massages of commercial character were drawn on rocks along trading ways. Greeks engraved advertising messages on stones, copper, bones and they cut them out on wooden columns. The stone column with the inscription on it: "Here I live, Minos, from the island Cyprus. On favor of Gods I am allocated with the ability to interpret dreams for a very moderate pay" was found in the ruins of an ancient Egyptian city Memphis. A fine example of announcement: brevity and market capacity.

In medieval times word-of-mouth praise of products gave rise to simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares.

A turning point in the history of advertisement was 1450 when a printing press was invented that allowed multiplying advertisements quickly and qualitatively. The advertiser did not need to produce extra copies of the advertisements. The first printed announcement in English appeared in 1478.

In 1622 advertising received powerful newspaper in English began to be printed. It was called "Weekly News". Later Edison and Stel started to issue a newspaper "Tatler", and they did a lot for spreading advertising. Edison printed the following advice to advertisers: "Great art correctly written advertisement consists of searching correct approach in gaining the attention of the reader giving him the right kind of sales message, creating preference for it, persuading him to buy the advertising thing".

A major mark in the development of Russian advertising was 1703 when under Peter's I decree the edition of the first Russian newspaper began. Many newspapers were published and a lot of advertisements were written in them. In 1878 in Moscow a businessman Mettsel put forward a slogan "Advertisement is a motive in a motive force and of trade". And he established the first advertising office.

In volume and technique, advertising made its greatest advances in the United States of America. In the early stages of American ad-

vertising nationwide promotion was impractical because the nation itself was underdeveloped and lacked transcontinental transportation, distribution, and communications system. Eventually, however, certain types of manufacturer conceived the idea of bypassing wholesalers and retailers and reaching the consumer through direct advertising, mainly by means of catalogs. The pioneers in this field were seed companies, book and pamphlet publishers. Mail-order houses appeared in 1870s. to the present day they have continued to expand their business through direct-mail catalog and flyer advertising, although some of the biggest houses sell also through retail outlets.

Railroads and steamship lines were also among the early users of advertising in the United States, not only to praise the luxury and comfort of their ways of travel but also to publish their schedules and rates.

In the 19<sup>th</sup> century two types of advertisement dominated: printed (calendars, lists, price-list) and external (signboards of shop, taverns and warehouses).

In Soviet times such outstanding persons as V. Mayakovsky and V. Kustodiyev were engaged in advertising.

Here are some examples of advertising texts by Mayakovsky:

Всё что требует желудок,  
Тело или ум,-  
Всё человеку предоставит ГУМ.  
Тому не страшен мороз зловещий,  
Кто в ГУМе купит теплые вещи.  
Кооператор! Торгуй книгой!  
Свет и знание в деревню двигай!

In 1925 in Paris Mayakovsky and Rodchenko were awarded with silver medals for advertisements at the International Art Industrial Exhibition.

After World I advertising developed into a business so big that it became almost a trademark of America itself in the eyes of the world. This expansion was stimulated by many technical improvements.

The increased use of electricity led to the illuminated outdoor poster. Advertising was used increasingly by public-relation specialists as an important means of communication. The invention of radio

in the 1920s stimulated the development of new techniques of selling by voice.

The most significant development was television, a medium that forced the advertising industry to improve its techniques of selling by the use of visual devices as well as by voice.

### Vocabulary

approach	подход, приближение
athens	афины
capacity	способность
cattle	крупно рогатый скот
dealer	торговец
eager	стремящийся
expansion	расширение
filling	наполнение, погрузка
herald	вестник
inscription	надпись
offer	предложение
outdoor advertising	наружная реклама
praise	хвала
rivalry	соперничество, соревнование
rumor	слухи
skilful	квалифицированный
to proclaim	провозглашать
trade	отрасль, ремесло, торговля
trademark	торговая марка
trader	торговец
vagrant	бродяга
various	разный, разнообразный
wide	широкий

### Exercises

#### 1. Answer the questions:

1. How did the first advertising look like?

2. Where was first written form of advertising located?
3. When did a turning point in history of advertising happen?
4. “Advertisement is a motive force and power of trade” who put forward this slogan?
5. Who established the first advertising office?
6. What types of advertisement dominated in the 19<sup>th</sup> century?
7. Where did the Greeks engrave advertising messages?

## **2. Find in the text the English for:**

Афины, торговая марка, глашатаи, бродяга, слоган, в наше время, наружная реклама, таверна, медная монета, кость, мощный стимул, искусный, возможность, сообщение, большинство, улучшения, связи с общественностью, межконтинентальный, железная дорога.

## **3. True or false:**

1. First advertising was oral.
2. The first advertising in written form was founded in Pompeii.
3. In 1925 in Paris Mayakovsky and Rodchenko were awarded with gold medals for advertisements at the International Art Industrial Exhibition.
4. Advertising stopped the technical progress.
5. Advertising began at the beginning of Christian era.
6. In the 19 century dominated printed form of advertising.
7. After World War 1 a trademark of America became advertising.

## **4. Topic for discussion:**

1. Advertising in our days.
2. Ancient advertising.
3. Soviet advertising, advertising in the USA, advertising in ancient Egypt.

## **5. Translate into Russian:**

Vagrant handicraftsmen, pottery, rumors, nowadays, copper, brevity, market capacity, to issue, advertising office, outdoor poster, trademark, announcement, excavations, inscription, skilful, herald,

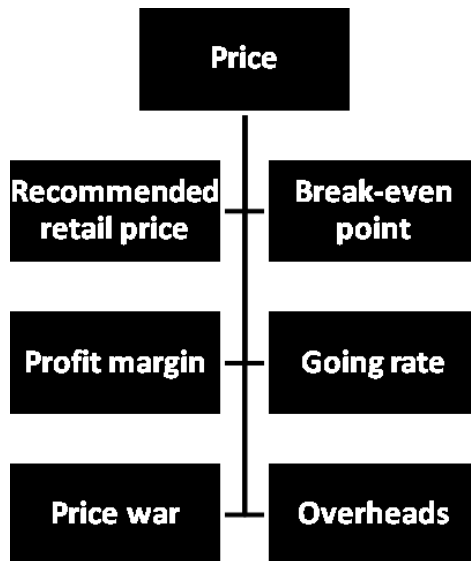


significant, expansion, powerful, spreading, nationwide, eventually, pamphlet, flyer advertising, award.

**Did you know?**

*Market research terms vary in Britain and the US. For example, an individual interview in Britain is often called a one-on-one or an in-person survey in the US, a street interview is called a sidewalk survey, and a postal survey is called a mail survey.*

**6. Look at these terms used in the talk about pricing. Can you add three more?**



Now use the upper words to complete the sentences below.

Looking at the competition, € 25/ month seems to be the ..... It is what most people are charging.

We can sell the modems for €100 each. They only cost €20 in total to produce and distribute, so we would have a healthy ..... of €80.

€59.99 is a good..... We can suggest that stores sell it for that much, but if they want to use it as a loss leader and sell it for less, then that's fine too.

What I'm afraid of is an all-out....., when our company and the competition are all fighting for the same customers. We don't want to cut our prices so low that we go out of business.

We need to establish our..... When does the amount we're earning cover our costs?

Luckily, we have low.....

Our rent is very low, and we got a great deal on our office equipment.

### 7. Match the types of shop in the box with the definitions (a-h).

*Chain stores • convenience stores • franchises • high-street shops  
• hypermarkets • mail-order stores • online stores • outlet stores*

a large no-frills stores located outside the town centre outlet stores

b stores selling through the Internet.....

c independently- owned shops licensed to trade under the same name.....

d shops located in the centre of town.....

e shops run by a single company with multiple locations around the country.....

f very large stores that sell groceries, clothes, and many other products.....

g stores selling through a catalogue posted to customer.....

h small, independently-owned stores selling essential products.....

**Fact:** Advertising means to draw people's attention to a product, service or an idea. The most common setting for advertisements is in television, newspapers, and radio. But people also advertise on billboards. The direct mailing (or letter boxing) of leaflets, brochures, catalogues and other material is another way to advertise.

### 8. Place the items in this list under the correct heading below.

*Advertisements for:*

Carpets, car, plumbing, massage, anti-smoking, low fat dairy products, helping overseas refugees, vacuum cleaners, coaching with school subjects, groceries, gardening, plants for the garden, a charity, a religion

Advertisements for products	Advertisements for services	Advertisements for ideas or beliefs

9. Write under each of the following whether it is an advertisement for:

- A service
- An idea
- Or a product

**EARTH  
DAY**

1.



2. **Fax Service**



3.

EYE  
WEAR  
BUSINESS  
REPORT

4.

**FREEDOM**  
*of Speech*

5.



6.

## Text 2

### Read the text and translate

#### ADVERTISING IN OUR LIFE

The word “advertising” comes from the French word “reclame”. Advertising is to speak a simple language, serves to notify in various ways (sometimes all available) the new goods or services and their consumer properties, and is directed to the potential consumer, paid by the sponsor and serves for promotion of its production and ideas. Advertising is a part of communication activity of a firm, alongside with publicity and stimulation of selling. Advertising unessential imposes the goods or service when the customer makes the choice. At the beginning the consumer decides to choose from what, and already then what mark to prefer, on the basis of the representation about it, a stereotype or a developed image of concrete mark of the goods or service. There are a lot of definitions of the word “advertising”. For example, advertising is collective term for public announcements designed to promote the sale of specific commodities or services. Advertising is a form of mass selling, employed when the use of direct, person - to - person selling is impractical, impossible, or simply inefficient. It is to be distinguished from other activities intended to persuade the public, such as propaganda, publicity, and public relations. Advertising techniques range in complexity from the publishing of simple, straightforward notices in the classified - advertising columns of newspapers to the concerted use of newspapers, magazines, television, radio, internet and other communication media in the course of a single advertising campaign. In the US alone in the late 1980s approximately \$ 120 billion was spent in a single year on advertising to influence the purchase of commodities and services.

Advertising has achieved the greatest blossoming in the United States of America. American advertising leads the world not only in volume of business but in the complexity of its organization and of its procedures. Modern advertising is an integral segment of urban industrial civilization, reflecting contemporary life in its best and worst aspects. Having proved its force in the movement of economic goods

and services, advertising since the early 1960s has been directed in increasing quantity toward matters of social concern. The continuing cancer and antidrug abuse campaigns are only two examples of the use of the advertising industry as a means to promote public welfare.

The basic underlying advertising idea is the idea of human needs. Need is the feeling of shortage of something experienced by the person. If the need is not satisfied, the person feels like destitute and unfortunate. Unsatisfied person will do one of the following things: either will be engaged in search of the object, capable to satisfy his or her need, or will try to muffle it.

The second initial idea of advertising is the idea of human requirements. Requirement is the need which has accepted the specific form according to a cultural level and the personal features of the individual. Requirements of people are practically boundless, but resources for their satisfaction are limited. So the person will choose those goods which will give him or her greatest satisfaction within the framework of his or her financial opportunities.

The inquiry is the requirement supported by purchasing capacity. So, for example. In Europe automobile “Volkswagen” personifies an elementary automobile, a low purchase price, and “Cadillac” - high comfort, luxury and prestige. Russian people choose “Zhiguli” as they have no opportunity to buy such expensive cars and “Zhiguli” gives them the greatest satisfaction for money available for them.

And, at last, human needs and requirements and inquiries suggest the existence of the goods for their satisfaction. The goods are everything, that can satisfy requirements or needs and they are offered to the market with the purpose of gaining the attention of the consumers, purchasing, using or consuming.

### **Vocabulary**

abuse	злоупотребление
announcements	объявления
commodities	товар, предмет потребления
definitions	определения
destitute	нуждающийся

gains	прибыль
influence	влияние
muffle	заглушить
public relations	общественные отношения
publicity	гласность
purchasing capacity	покупательский объём
quantity	количество
requirements	нужда, требование
revenues	доход
straightforward notices	честное извещение, объявление
to derive	извлекать
to notify	извещать, уведомлять
to persuade	убеждать
to promote	способствовать, содействовать
unsophisticated	безыскусный, простой
utility	полезность
welfare	благополучие, благосостояние
worldwide	всемирный

## Exercises

### 1. Find in the text the English for:

Реклама; потребитель; наружная реклама; товары и услуги; как пропаганда, гласность и общественное отношение; колонки газет; покупка товаров и услуг; современная жизнь; человеческие нужды; эмоции потребителя; рекламные товары; рекламная прибыль; журналы извлекают много дохода из рекламы.

### 2. True or false:

1. Nowadays advertising plays an important role in modern life and in the life of every person.

2. One of the first known methods of advertising was advertising on TV.

3. In the US alone in the late 1980s approximately \$ 250 billion was spent in a single year on advertising to influence the purchase of commodities and services.

4. It possesses the ability to draw attention.

**3. Look at the steps involved in organizing an advertising campaign and put them in the correct order.**

- |                        |                                  |
|------------------------|----------------------------------|
| a analyze impact       | e define target group            |
| b approve design       | f determine the desired response |
| c choose the media     | g establish message              |
| d commission ad agency | h place ads                      |

**Did you know?**

*Charity is a term that refers to donating money, goods, or time to people in need. Particularly in the US, companies are often judged by their social actions as well as their financial success, and many companies involved in charitable community efforts describe themselves as corporate citizens. The causes they choose to support generally reflect the company's target market.*

*Some large companies allow employees to have paid time off to work on local community projects, or even to have career breaks to do charity work.*

**4. Match these different pricing models to the definitions.**

- |                           |  |
|---------------------------|--|
| 1 captive product pricing | a pricing goods/ services as cheap as possible   |
| 2 economy pricing         | b charging a high price for an item where you have a competitive advantage                             |
| 3 geographical pricing    | c charging a high price for a unique high-quality item   |
| 4 penetration pricing     | d pricing goods at a very low price to encourage people to buy them- often the prices are later raised |
| 5 premium pricing         | e pricing according to area where goods are sold   |
| 6 price skimming          | f pricing one item is very low and its complement very high  |

**5. Answer the following questions in your own words:**

What does advertising do?

Name a few things that ads use to make their product well known?

What is the difference between display and classified ads?

Name a few examples of direct mail.

What are the advantages of radio ads?

What are electronic billboards?

When is advertising on TV most expensive?

What is the first thing that advertising agencies do before they produce an ad?

How do governments protect consumers from advertising?

How far does advertising go back in history?

When did mass advertising start?

How did the invention of radio and television change advertising?

Are there any bad sides of advertising? Name some.



## Text 3

### Read the text and translate

#### ADVERTISING IN MASS MEDIA

Abroad advertisements are usually carried by mass media - newspapers, magazines, radio, TV and by outdoor advertising - signboards, standard boards, and hoardings.

Advertising in popular editions is very expensive. Therefore, saving on them, the advertiser risks to lose broad audience of consumers. The advertising is usually bright and eye-catching. At the same time it should be understandable to the reader, the spectator, the student, where advertising and where an editorial material. The form of the advertising reference should correspond to culture and outlook of an advertising audience on which it is directed.

Creative approaches can be different. For example, while advertising the goods of mass demand, as a rule, we must use emotional motives, for products of industrial purpose - rational. But in any case advertising is effective only when meets the following requirements:

1. Market characteristics of the goods are precisely formulated - advertising contains specific information of its use, differences from the goods of competitors;

2. Advertisement promises the consumer essential benefits at purchasing the goods, the advantages of which are given, positive features are singled out in headings of advertising, in illustrations and even in the stylistics of the text and graphic materials;

3. Advertisement contains successful advertising idea - original, attractive, and at the same time easy for understanding and recognition;

4. Advertising creates and introduces in consciousness the clear image of the goods which is thought over in details - a stereotype increasing its value in opinion of consumers;

5. Advertising emphasizes high quality of the offered goods and at the same time itself associates with this high quality;

6. It is original and consequently it is not boring, does not repeat the known, bothered decisions;

7. Advertising has an exact target orientation, reflecting different searches, desires, interests of concrete consumers and informing them so that taking into account distinctions of a consumer, it demands certain advertising audience;

8. Advertising gains the attention of the audience that is reached by successful art and text decisions, placement of the advertisement in mass media using high reputation;

9. Advertising emphasizes new unique features and properties of the goods that is the precondition of its success in the market and the most working part of advertising argument;

10. Advertising concentrates attention on the main thing, not complicating, offers only that is important for the consumer, and addresses directly to him.

### Vocabulary

advantage	преимущество
advertisement	реклама, объявление
announcement	объявление
approach	подход
attractive	привлекательный, притягательный
benefit	выгода, извлекать пользу
circulation	тираж
competitor	конкурент
conformity	соответствие
consciousness	сознание
consequently	следовательно, поэтому
consumer	потребитель
consumption	потребление, расход
demand	требование, запрос, быть необходимым
distinction	различие, отличие
distribution	распространение, раздача
edition	издание
editorial	издательский, редакторский
essential	существенный
exact	точный, аккуратный

expedient	надлежащий, соответствующий; целесообразный
feature	особенность
hoarding	временный забор (вокруг строящегося дома)
opportunity	удобный случай
outdoor	находящийся на открытом воздухе
outlook	точка зрения
plenty	изобилие, избыток
precisely	точно, совершенно точно
properties	свойства
purchase	покупка
requirement	потребность
signboard	вывеска
simultaneously	одновременно
single	единственный; отбирать, выбирать
spectator	наблюдатель, зритель
supplement	добавление, приложение; дополнять
therefore	поэтому, следовательно
to carry	носить, возить, проводить, продавать
to concede	допускать, уступать
to correspond	соответствовать
to emphasize	делать ударение, подчеркивать
to gain	получать, достигать, зарабатывать

### Exercises

#### 1. Answer the questions:

1. How market characteristics of goods are precisely formulated?
2. What does advertisement promise the customer?
3. What successful idea does advertisement contain?
4. What does advertising create and introduce?
5. Why does advertiser risk losing broad audience of consumers?
6. When is advertising effective?
7. How does advertising gain the attention of the audience?
8. How does advertising address the customer?

9. What works better: photos or figures?
10. What kind of text should the advertiser use?

**2. Give synonyms for:**

- |                 |                |
|-----------------|----------------|
| 1. Expensive    | 6. Trust       |
| 2. Feature      | 7. Significant |
| 3. High quality | 8. Bilateral   |
| 4. Plenty       | 9. Brisk       |
| 5. Novelty      | 10. Congestion |
|                 | 11. Strip      |

**3. Find in the text English equivalents for the following:**

Рекламодатели; рискуют; потерять широкую аудиторию покупателей; понятно для читателя; творческий подход; товары конкурентов; существенная выгода от покупки; успешная рекламная идея; подчеркивать высокое качество; различия покупателей; уникальные особенности и свойства; концентрировать (уделять внимание); широкое потребление; альтернативное решение; популярно среди аудитории покупателей; распространение рекламы; удобный случай; дешевле чем; как правило; менее привлекательный; завлекать покупателей; изобилие слов; новинки; журнальные полосы; заинтересоваться в более детальной информации; без хвастовства; вместо явный утверждений; свидетельство очевидцев; преимущество радио; многочисленный процент; независимо от того, где они находятся; двусторонние сообщения; использовать наилучшее время («прайм-тайм»), оказывать огромное влияние; зарабатывать (получать) внимание; скопление людей; недостаточно эффективно; заключаться в следующем; распространять через; к тому же; бизнес публикации.

**4. True or false:**

1. Creative approaches can be different.
2. Advertisement contains unsuccessful idea.
3. Advertising emphasizes high quality of the offered goods.
4. It is necessary to be afraid of plenty of the words in advertisement.

5. It is necessary to use simple words, but positively working on all.
6. The text should be difficult for recognition with boasting?
7. It is necessary to print a text with light letters on a dark background?
8. The radio advertising is operative and has low cost.
9. Verbosity in advertisement is not necessary.

**Did you know?**

*The word advertisement is pronounced differently in the UK and the USA; in the UK the stress is on the second syllable whereas in the USA it is on the third syllable. The short form for advertisement is ad*

**5. Choose the answer that best completes each of the following statements:**

1. Advertising in popular editions is very \_\_\_\_\_
  - a) Cheap
  - b) Expensive
  - c) Unique
  - d) Plenty
2. It is not necessary to be to be afraid of \_\_\_\_\_ words in advertisement
  - a) Plenty
  - b) Simple
  - c) Single
3. The result will be the best if to use \_\_\_\_\_ in radio
  - a) commercial break
  - b) prime-time
  - c) Entertainment programmer
  - d) news
4. The things that are produced to be sold:
  - a) market
  - b) advertising
  - c) goods
  - d) product
5. An occasion when people buy and sell goods:
  - a) Advertisement

- b) Bank
- c) Market
- d) TV

**6. Translate into Russian:**

Carried by media;	Cover significant person of audience of consumers;
Correspond to culture and outlook;	Verbosity is not necessary;
Gain the attention of the audience;	Disseminate through numerous;
Before occurrence;	Invest in miscellaneous media;
	Skywriting by airplanes.

**7. What do you think about these statements? Write a few words giving your opinion about some of them.**

1. Famous actors or singers are sometimes associated with advertisement for particular product.
2. Tobacco advertising is now banned (=forbidden) on radio and television in Britain and on television in the US.
3. Flyers advertising local events or special offers are given to people in the street.
4. Many people are against advertising, partly it to add to the cost of a product.
5. Many pages in newspapers and magazines are filled with advertisements.

**8. Advertisements have advantages and disadvantages for people. Write 'a' beside each of the following if it is an advantage. Write 'd' beside it if it is a disadvantage to the buying public. That is to people in general.**

***Advertising;***

- 1) brings goods, services, and ideas to our attention. \_\_\_\_
- 2) provides many jobs for people both directly and indirectly. \_\_\_\_
- 3) is sometimes found to be offensive. That is, it might be in poor taste. \_\_\_\_
- 4) TV and radio ads interfere with the program. Continuity is lost as the program switches to advertisements. \_\_\_\_

5) in the classifieds enables people to sell anything from a house to a car, a pet dog, a fishing rod. \_\_\_\_

6) exaggerates the good points of a product and service and says little, if anything, about its bad points. \_\_\_\_

7) may provide an outlet for the creative talents of graphic artists, writers, singers, and actors. \_\_\_\_

8) may leave some people bored and irritable. \_\_\_\_

9) which is well presented can give a lift to our lives through its attractive presentation. \_\_\_\_

10) may sometimes be harmful to people by making claims which cannot be kept. \_\_\_\_

### *Advertising in our lives*

**Fact:** Advertising is a central feature of our lives. Sales depend upon it. So does our knowledge of what is available. How well a product sells usually depends upon how well it is marketed. Poor marketing equals poor sales. A product might be very good, yet languish on the shelves because consumers do not know about it. Billions of dollars are spent upon advertising each year. Much of this goes to the more expensive advertising on radio and television and display advertising in newspapers. But just about everyone becomes an advertiser in the small classified advertisements in the newspapers.

### **USEFUL PHRASES**

#### **Writing emails**

Remember that not all emails are informal. Business emails to people outside the company tend to be like letters; they follow certain conventions (see below) and are written with punctuation and capital letters. Errors can give a bad impression, so be sure to check your spelling using an online dictionary or the spell-check function of your email program.

#### **Greetings and closes**

Dear Ms Flores – Yours  
sincerely (very formal)

Hello Geoff – Best wishes  
(neutral)

#### **Closes for saying thank you**

Many thanks.

Thanks for your help.

Hi Martin – All the best  
(less formal)  
**Pleasantries**  
Hope all's well with you.  
Hope you (all) had a nice  
weekend.  
Hope was your weekend?

Cheers (informal British)

**Tip**

Remember to capitalize the  
First letter in an email (or  
letter):  
Dear Mr. Steinblatt  
Thank you for your message



## Text 4

### Read the text and translate

#### THE BEGINNING OF POSTER BOOM

From second half of XIX<sup>th</sup> century in European countries «the poster boom» accrues. The leader in it was France about what more in detail we will tell more low. Here we will notice that attempt to bridle flow of the next kind of advertising production was operatively made in England by means of creation in 1862 of Association Poster Makers, aspiring to introduce in life mechanisms self-control this kind activity.

Nevertheless, in the middle of the century the domination of posters and the posters pasted up and down of fences, walls and gate even luxurious houses, has generated an introduction that Kingdom big cities were ill with “skin illness» and

for the sake of recover it is necessary to register strong medicines. Especially tirelessly and defiantly worked anonymous night billposters. The police hunted for them, but dexterity was unequal: on one seized and fined guy tens which have updated for night motley “scales” of houses had. Advertising images have shown again passion to huge sizes at advancement to the buyer of such habitual goods, as soap, medical tablets, sausage and chocolate bars.

The greatest penetrative ability manufacturers «Pear’s soap» («Pear soap») differed in the end of a XIX<sup>th</sup> century. English researcher provides guidance on massed advertising company, carried out this firm. Posters first of all says about parent feeling, representing the nice kid who of the tray pulls a hand to soap, and the signature says:

«It cannot be happy, yet will not receive it». Humor magazine “Punch” (“Parsley”) on a cover publishes on April, 26th, 1886 drawing dirty tramps which writes the letter under phrase «« Pear’s soap », soaring over it. From the letter for readers tell a line: « Two years ago I used your soap and since then any to another ». Beatrice Elliott is made comments resulted in book by the sample: « It is the most known comic advertising of the time ».

As early as three years this advertising campaign in mass media proceeded, and its head Baratt informed that on it истрачено hundred

thousand pounds sterling. During this period, remark the English researcher, advertising in its country has put into practice steady mottoes slogans. They, as a rule, were so promising, advertising has seized mechanisms so strong psychological pressure that government in 1889 publishes the decision «Against obscene advertising.

The association of poster artists reacted to the arisen discomfiture creation in the bowels committee in 1890. But it is considered insufficient, and in 1893 the National community under the control over advertising abusing «is created». It has soon dispatched the list of orders and the laws concerning advertising of communications on all counties. As writes Beatrice Elliott, by 1936 that already was a thousand quarter 250 verdicts.

Finishing a review of the basic tendencies of development advertising processes in England of a XIX<sup>th</sup> century, we will address to show-window to an advertising genre. British also advanced in persistence of its introduction continental Europe. In 1728 the French traveler was delighted from unprecedented it in the homeland of English devices. It wrote to the house:

That at us in France is not present, so it is glasses, that as a rule, it is very beautiful and is very transparent. Benches are surrounded by it, and ordinary behind it spread the goods that preserves it against a dust, does accessible for a review by the passer-by and gives to benches a beautiful kind from different directions. Formation of the given way of demonstration goods has caused the next jerk in development in detail-graphic, first of all aesthetic, aspects of advertising. Quickly enough window dressing (window dressing) becomes special branch of the advertising skill, one of sources future design. From art of the calculation of the goods in store show-windows, searches of their most advantageous registration — the creative interval and to the organization of special exhibitions is insignificant. However, in creation the given branch of an advertising the priority, according to a number of researchers, belongs to France about what further we say are more detailed.

### **Vocabulary**

actual

фактически существующий; текущий

circulation	тираж (газет, журналов), распространение (информации, изданий)
dramatic	резкий, существенный (об изменениях)
efficiency	эффективность, результативность, продуктивность
familiarly	обычно
flow	поток, изобилие
genre	жанр, манера
genre painting	жанровая живопись
means	средство; способ, метод; возможность
mosaic	мозаика, мозаичный
obstacle	помеха, преграда, препятствие
operative	эффективный, продуктивный, существенный
polychromatic	полихроматический, многокрасочный, многоцветный
prior	предшествующий;
self-control	самообладание, владение собой
shortage	нехватка, недостаток; дефицит
to accrue	возникать, получать, приобретать
to aspire	стремиться к (достижение чего-л.)
to bridle	сдерживать, укрощать, усмирять
to generate	вызывать, порождать, рождать
to interrupt	прерывать
to paste up	наклеивать, склеивать
transition	переход
valuable	ценный; дорогой, полезный

### Exercises

#### 1 Answer the following questions:

1. What was the reason for such dramatic changes of “the outdoor advertising”?
2. What is a lithograph and who was the inventor of it?
3. What preposterous forms do you know?

4. Who was the leader in the European “poster boom” in the second half of the 19<sup>th</sup> century?
5. What did the increased “poster boom” cause in Britain?
6. When did mottoes become widely used in advertising?
7. What made the government publish the decision “Against obscene advertising”?
8. Were these measures successful?
9. What action is regarded as “a wall nightmare”?
10. What organization dispatched the list of orders and the laws concerning advertising communications dispatch in all countries?
11. What can you tell about such advertising genre as show-window?
12. To what country does the priority in creation of the given genre belong?

### **2. Find in the text the English for:**

Наружная реклама, многоцветный, тираж, эффективно, преобладание, наклеивать, кожное заболевание, вызывающе, расклейщик афиш, сноровка, непристойный, негодование, недостаточный, витрина, беспрецедентный, прохожий, украшение витрин, выгодный, незначительный, приоритет.

### **3. True or false:**

1. The association of poster artist reacted to the arisen creation in the Bowels Committee in 1890.
2. In 1755 the French traveler was delighted from unprecedented in the homeland of English devices.
3. The leader in it was the USA about what more in detail we will tell more low.
4. British also advanced in persistence of its introduction in continental Asia.

### **4. Fill in the blanks with words:**

1. And from the second half of the 19<sup>th</sup> century in European countries “the poster \_\_\_\_\_” accrues.
2. The greatest \_\_\_\_\_ability of manufacturers “Pear’s soap” differed at the end of the 19<sup>th</sup> century.
3. The action regarded as “a wall \_\_\_\_\_”

4. Especially tirelessly and defiantly worked anonymous night \_\_\_\_\_.

5. The prefix “before” marks in these cases or shortage efficiency in plots of images, or absence mass \_\_\_\_\_, so valuable to advertising problems.

6. On the basis of these technical possibilities also there was a new genre - \_\_\_\_\_ - quite often highly artistic - the poster.

7. British also advanced in \_\_\_\_\_ of its introduction to continental Europe.

8. Quickly enough window \_\_\_\_\_ becomes special branch of the advertising skill, one of sources of future design.

### 5. Give synonyms:

1. Motto-

2. Polychromatic -

3. Shortage -

4. Operative -

5. Discomfiture -

6. Outdoor advertising -

7. Genre-

8. Bill poster-

### 6. Give antonyms:

1. outdoor advertising -

2. advantageous –

3. transparent –

4. motley -

5. famous -

6. defiantly -

7. shortage -

### 7. Match the two parts of the phrases to make collocations from the dialogue.

1 eye-catching an issue to something

2 to devote channels

3 good exposure

4 to make images

5 print media

6 repeat opportunity

7 traditional sense

### 8. How many expressions with brand do you know? Match the terms in the box with their definitions.

- brand awareness • brand equity • brand extension • brand identity • brand image • brand loyalty • brand name • branding • derived brand • off-brand*

- 1 What is a brand?
- 2 How are much people aware of a brand?
- 3 What does a company want people to think about a brand?
- 4 What do people actually think about a brand?
- 5 When doesn't a product fit the company's brand?
- 6 The value (either monetary or not) that a brand adds to a product or service.
- 7 When do people like a brand and buy it again and again?
- 8 When is a product or service associated with a brand?
- 9 When is an existing brand used to support a new range or products?
10. When does a component of a product become a brand in its own right?

**Did you know?**

*When people talk about the marketing mix, they often refer to the four Ps: product, price, placement, and promotion. Some people use the term place instead of placement; both terms are just another way to refer to distribution. Some people also talk about seven Ps and include people or participants, processes (takes service into account), and physical evidence (the appearance of your business).*

**9. True or false**

	<b>T</b>	<b>F</b>
Advertising gives people information about a product or a service.		
Slogans are always connected with an ad		
Newspapers, magazines and the Internet belong to the group of print media.		
Only a small part of a newspaper is made up of ads.		
You can find newspaper ads only in one section of the paper.		
Magazines have better paper and a better printing quality than newspapers.		
Mail order companies are companies that send leaflets to people.		

Local advertising put a lot of their advertising on the radio.		
Electronic billboards are the most expensive kind of outdoor advertising.		
Sometimes certain products appear on TV shows.		
A spam is an email that a person hasn't asked for.		
Market researchers make the designs for ads.		
Tobacco advertising is allowed in America but not in Europe.		
Advertising goes back to ancient Greece.		
The invention of the printing press made advertising cheaper.		
The first advertising agencies came up in America in the 1950s.		
One of the advantages of the advertising industry is that it creates new jobs.		
Children are often the main target of advertisers.		

## Text 5

### Read the text and translate

#### HUMOR IN ADVERTISING

Many of the most memorable ad campaigns around tend to be funny. Advertisers use this strategy to attract customers to their product. Audiences like to be entertained, but not pitched. People will pay more attention to a humorous commercial than a factual or serious one, opening themselves up to be influenced. The key to funny advertising is assuring the humor to both product and customer. The balance between funny and obnoxious can often be delicate; and a marketer must be certain the positive effects outweigh the negative before an advertisement can be introduced.

The best products to sell using humor tend to be those that consumers have to think the least about. Products that are relatively inexpensive, and often consumable, can be represented without providing a lot of facts, and that's where there's room for humor. Candy, food, alcohol, tobacco and toys entertainment related products have proven to benefit the most from humor in their campaigns. One of the most important things to keep in mind is relevance to the product. An example of an extremely successful humorous campaign is the series of "Yo Quiero Taco Bell" commercials. The star, a tiny talking Chihuahua who is passionate about his Taco Bell got people repeating the company's name across the country. The repetition of the company name and the actual content of the commercial reinforce the message in a relevant manner. Taco Bell saw a substantial rise in sales and their own mascot became a pop icon.

Another point to consider when using humor in advertising is that different things are funny to different people. A commercial that may leave one person gripping their sides from laughter may leave a bad taste in another's mouth. The target market must always be considered. What's funny in a client presentation may not be funny on an airplane, at a country club or in a hospital. An example of a recent humorous product introduction is Mike's Hard Lemonade. These commercials feature over exaggerated and comical violence with the underlining



message that no one's day is hard enough to pass up a Mike's. It failed, ranking as one of the year's most hated campaigns by both men and woman according to 2002's Ad Track, a consumer survey. The series of commercials are aimed at 21-29 year old males and the repetition of comical violence (such as a construction worker is impaled on the job and a lumberjack cutting off his own foot) gets less and less funny every time it's viewed. Eventually the joke just wore out and the commercial became annoying and offensive.

Humor in advertising tends to improve brand recognition, but does not improve product recall, message credibility, or buying intentions. In other words, consumers may be familiar with and have good feelings towards the product, but their purchasing decisions will probably not be affected. One of the major keys to a successful humorous campaign is variety, once a commercial starts to wear out there's no saving it without some variation on the concept. Humorous campaigns are often expensive because they have to be constantly changed. Advertisers must remember that while making the customer laugh, they have to keep things interesting, because old jokes die along with their products.

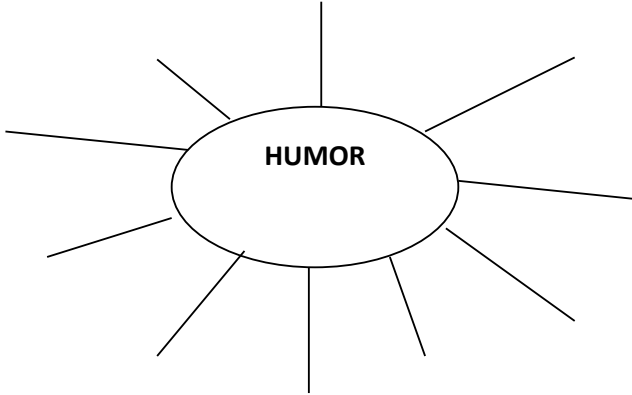
### Vocabulary

certain	уверенный; несомненный (о факте)
consumer	потребитель
credibility	доверительность, вероятность
exaggerate	преувеличивать
mascot	талисман
obnoxious	противный, несносный
purchase	покупка
reinforce	усиливать, подкреплять
survey	обозрение
the least	наименьший
to affect	воздействовать
to grip	сжимать, схватывать; овладевать вниманием
to recall	напоминать
violence	сила; насилие

## Exercises

### 1. Give your associations to the concept “humor”.

(You can use nouns, adjectives, adverbs).



### 2. Write out only nouns from the list of your associations.

Complete these nouns with proper adjectives.

### 3. Give synonyms for these words:

funny



.....

obnoxious



.....

### 4. How do you understand the following expressions:

To leave smb. gripping one’s sides from laughter.

To leave a bad taste in one’s mouth.

**Give Russian equivalents to these expressions.**

### 5. Now use the correct form of the collocations to complete the sentences.

1 Our area newspaper often.....to presenting local businesses, and many of the shop-owners see this as a.....to advertise.

2 .....is essential for getting your message across to customers. If they only see your advertisement once, they won't remember it.

3 We operate on a very tight budget, so for us it doesn't ..... to advertise on..... Such as radio or television. We focus on online marketing instead.

4 What I like most about our new ad campaign are the ..... No one could forget that picture of the penguin and the dog!

5. One of the disadvantages of advertisements in ..... is sometimes your advert gets lost, for example when there are several of them on the same page.

**6. Now decide which model is being discussed.**

A Naturally we need to our goods lower in countries with a lower per-capita income.

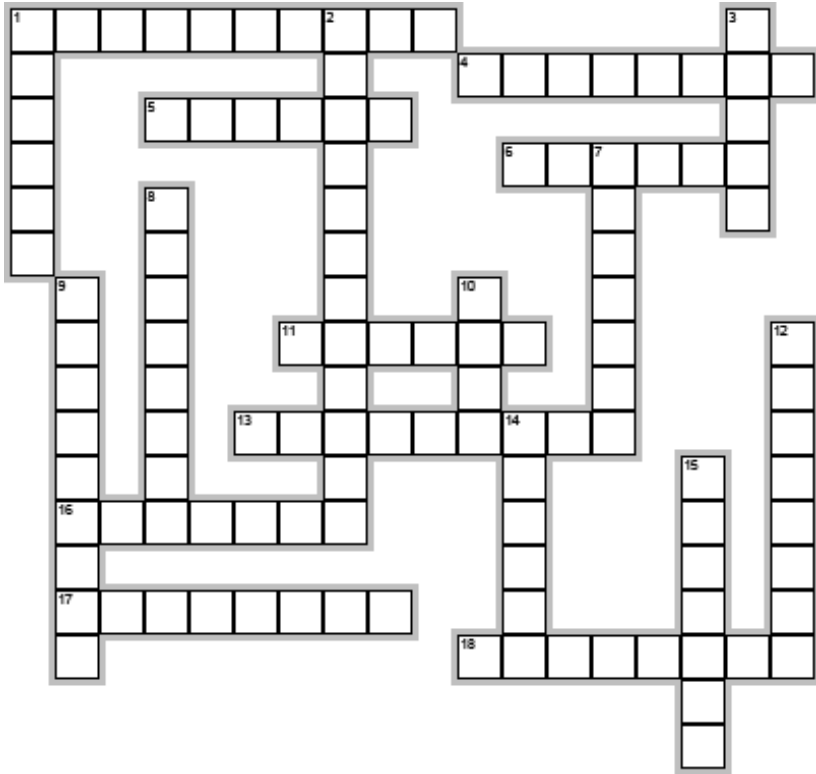
B We at Chamonix Ecrit believe the quality of our pens justifies their cost.

C There low prices will only be in effect for the first six months. After that they will be raised by 10-25%.

D Yes, the printers we sell are inexpensive, but we charge quite a bit for the ink cartridges.

E Our own-label brands sugar, flour, and milk have much lower prices than the brand-name competitors.

## 8. Crossword



### Across

1. an ad on radio or TV
4. a thin book that gives information on something or advertises something
5. a short song or a melody in ads
6. liked by many people and very popular
11. ad that is shown over the top of a web page
13. the best TV viewing time in the evening

### Down

1. easy to remember
2. a picture or an image
3. type of a product made by a company
7. written information that you leave for a person
8. machine that takes you from one floor of a building to another
9. to send out radio or TV programmers

- |   |  |
|---|--|
| 16. short film that is made up of many drawings or pictures                 | 10. to pay money so that you can use something             |
| 17. the way you do or plan something  | 12. the people at home who watch or listen to a programmer |
| 18. title of a newspaper that is printed in large letters on the front page | 14. the money a person gets for his regular work           |
|   | 15. to write, print and sell something                     |

## Text 6

### Read the text and translate

#### INFLUENCING AND CONDITIONING

The most important element of advertising is not information but suggestion more or less making use of associations, emotions (appeal to emotion) and drives dormant in the sub-consciousness of people, such as sex drive, herd instinct; of desires, such as happiness, health, fitness, appearance, self-esteem, reputation, belonging, social status, identity, adventure, distraction, reward; of fears (appeal to fear), such as illness, weaknesses, loneliness, need, uncertainty, security or of prejudices, learned opinions and comforts. "All human needs, relationships, and fears - the deepest recesses of the human psyche - become mere means for the expansion of the commodity universe under the force of modern marketing. With the rise to prominence of modern marketing, commercialism - the translation of human relations into commodity relations - although a phenomenon intrinsic to capitalism, has expanded exponentially." "Cause-related marketing" in which advertisers link their product to some worthy social cause has boomed over the past decade.

Advertising exploits the model role of celebrities or popular figures and makes deliberate use of humor as well as of associations with color, tunes, certain names and terms. Altogether, these are factors of how one perceives himself and one's self-worth. In his description of "mental capitalism" Franck says, "The promise of consumption making someone irresistible is the ideal way of objects and symbols into a person's subjective experience. As a result, consumption becomes "work" on a person's attraction. From the subjective point of view, this "work" opens fields of unexpected dimensions for advertising. Advertising takes on the role of a life counselor in matters of attraction. The cult around one's own attraction is what Christopher Lasch described as "Culture of Narcissism"."

For advertising critics another serious problem is that "the long standing notion of separation between advertising and editorial/creative sides of media is rapidly crumbling" and advertising is increasingly hard to tell apart from news, information or entertainment. The boundaries

between advertising and • programming are becoming blurred. According to the media firms all this commercial involvement has no influence over actual media content, but, as McChesney puts it, “this claim fails to pass even the most basic giggle test, it is so preposterous.”

Advertising draws “heavily on psychological theories about how to create subjects, enabling advertising and marketing to take on a ‘more clearly psychological tinge. Increasingly, the emphasis in advertising has switched from providing “factual” information to the symbolic connotations of commodities, since the crucial cultural premise of advertising is that the material object being sold is never in itself enough. Even those commodities providing for the most mundane necessities of daily life must be imbued with symbolic qualities and culturally endowed meanings via the “magic system” (Williams, 1980) of advertising. In this way and by altering the context in which advertisements appear, things ‘can be made to mean “just about anything”” (McFall, 2002, p. 162) and the “same” things can be endowed with different intended meanings for different individuals and groups of people, thereby offering mass produced visions of individualism.

The result is an enormous advertising and marketing onslaught that comprises, arguably, the largest single psychological project ever undertaken. Yet, this great undertaking remains largely ignored by the American Psychological Association.’

Robert McChesney calls it “the greatest concerted attempt at psychological manipulation in all of human history.”

### Vocabulary

accuracy	точность
apart from	кроме, не считая
arguably	возможно
array	множество
blurred	стертый
commodity	товар
complicity	соучастие
crafty ‘	лукавый
distraction	отвлечение

dormant	бездействующий
factual	фактический
fore	передний
generally	в целом
giggle	хихиканье
herd instinct	стадный инстинкт
identity	идентичность
increasingly	все более и более
loneliness	одинокчество
mundane	светский, повседневный
phenomenon intrinsic	свойственное явление
premise	предпосылка
preposterous	нелепый
psyche	душа
recess	перерыв
self-worth	самооценка
sophisticate	проницательный
sub-conscience	подсознание
tinge	оттенок
to boom	производить сенсацию
to endow	обеспечить
to exceed	превысить
to imbue	наполнить
to refine	очиститься

### **Exercises**

#### **1. Answer the questions:**

1. Which desires are inherent in the person?
2. Which fears does the person have?
3. What becomes mere means for expansion of the commodity world?
4. What is the commercialism?
5. How did advertising use concept of attraction?
6. What did market research institutions do before advertising is done?



7. Which methods have been used for making advertising more effective?

8. How did Robert McChesney call advertising?

**2. Give antonyms:**

Happiness, health, self-esteem, identity, fear

**3. Give synonyms:**

Expand, draw, exceed, imbue, comprise

**4. Guess words. Initial letters are provided to help you.**

- dormant in the sub-consciousness of people (h..... i.....)
- internal sense of the person (s....- e.....)
- goods; clothes intended for sale (c.....)
- system of development of the states, inherent in Europe (c.....)
- very quickly; with speed (r.....)
- latent laughter, snicker (g.....)
- event previous something (p.....)
- deceptive (c.....)

**5. Give Russian equivalents for the following:**

Advertising; herd instinct; the deepest recesses; human psyche; modern marketing phenomenon intrinsic; cause-related marketing; person's subjective experience; person's attraction; giggle test; crucial cultural premise; mundane necessities; target group; craft; methods.

**6. Explain the difference between advertising and creative sides of media.**

**7. You see 10 words, but the order of letters is mixed. Make words and give their translation.**

PAPINSESH	YDLIA
DEIFL	NIOVSI
ALCMI	GTATRE
ENGTI	RARYA
CWIHTS	REFALF

**8. Fill in the blanks with a suitable word:**

1. All human needs, relationships, and \_\_\_\_\_.
2. \_\_\_\_\_, these are factors of how one perceives himself and one's self-worth.
3. As a result, consumption becomes \_\_\_\_\_ on a person's attraction.
4. "This claim fails to pass even the most basic giggle test, it is so \_\_\_\_\_".
5. \_\_\_\_\_, psychologists and anthropologists are "de rigueur" in marketing research.
6. But today these \_\_\_\_\_ are reaching epidemic levels.
7. Yet, this great undertaking remains largely ignored by the \_\_\_\_\_.

**USEFUL PHRASES**

***Giving feedback***

When giving feedback, try to use the sandwich approach. Begin and your email or conversation with positive feedback (the bread), and put any criticism in the middle (the filling). That way you begin and end on a positive note, and it is more likely that the person you are criticizing will still feel confident and motivated.

Positive feedback  
using

We're very happy with  
what you've done.  
We really like...

***Criticism***

We think that the colors  
are not bright enough.  
/ too bright.  
We think that the images  
might be too...

Remember to soften criticism by  
words such as a little, a quite and  
rather,

We're a little concerned about...  
...but the image is quite dark.  
Finally, be specific about what  
changes you want.  
...it would be nice to find  
something a little brighter.  
How about... instead?

**9. Match words from each column to make collocations from the job ads. Then match the definitions ( a-g).**

1 media	knowledge
2 customer	line
3 brand	mentions
4 product	relations
5 strong	responsibility
6 primary	service
7 public	strategies

- a) a related series of items sold by a company (e.g. education software titles offered by a publisher)
- b) the department that deals directly with consumers
- c) communication with the general public
- d) items where the company's name is seen in newspapers, magazines, and websites
- e) main task or function
- f) good understanding ways of promoting a brand

**10. Match the words with the definitions**

<b>A</b>	<b>announcement</b>	<input type="checkbox"/>	a short phrase that is easy to remember
<b>B</b>	<b>cartoon</b>	<input type="checkbox"/>	the money a person gets when they work
<b>C</b>	<b>slogan</b>	<input type="checkbox"/>	a sheet of paper that tells people about a product
<b>D</b>	<b>promise</b>	<input type="checkbox"/>	machine that takes you from one floor to another in a building
<b>E</b>	<b>headline</b>	<input type="checkbox"/>	in the whole country
<b>F</b>	<b>elevator</b>	<input type="checkbox"/>	an important and official statement
<b>G</b>	<b>choose</b>	<input type="checkbox"/>	to do something again
<b>H</b>	<b>advantage</b>	<input type="checkbox"/>	something that is written, printed and sold
<b>I</b>	<b>nationwide</b>	<input type="checkbox"/>	an ad that is shown over the top of a web page
<b>J</b>	<b>on sale</b>	<input type="checkbox"/>	a short film that is made up of many drawings or pictures
<b>K</b>	<b>publish</b>	<input type="checkbox"/>	the good side of something

## TEXT 7

### Read the text and translate

#### ADVERTISING ROLE OF PACKING

Campaign “Quaker oats”, trading in porridge from the middle of the last century up to our time, has managed to take a maximum of the possible from an originality of the designed packing. The main emblem of firm was the figure of the portly Quaker which paraded words: «without an impurity». The inscription on packing was modest, but convincing: «We especially wish to pay your attention to cleanliness, speed of preparation and that fact that taste and aroma as a result do not suffer». The owner of firm Henry Krouell made productive efforts to expand popularity of the emblem. He offered prizes to those who will cut out the image of the Quaker from packing and will send it by mail in enterprise office. “Quakers drew on fences, on walls of buildings, on cars of trams, on publicity boards. Within several years “Quaker oats” it was advertised, more than ever and any product”.

Representatives of firm “Quaker oats” actively used not only graphic and a print advertising, but advanced the every possible actions connected with distribution of the goods in a life. Small boxes — samples with the porridge, transported by train from station to station have been ordered. At stops where there were schools, pupils for a small payment carried these boxes to everyone home maker free of charge. So “total” tasting of a new product has been organized.

In big cities for the similar purpose employed students of economic colleges who suited “the mobile kitchens” producing porridge, and allowed it to try to all who went by and did not object to it. In 1891 the head of firm equipped trip carriages. Serving them

Clerks in firm suits, leaving at stations, arranged show in F. Barnuma’s style and invited all associates to free tasting.

It is curious that the inventive potential of managers and advertisement makers of this firm has not run low till our time. In 1986 the firm has received the award of National association on sale stimulation for success of the next advertising campaign “Find the captain”, also using

possibility of packing. “Captain Kranch” — flakes for children — has been represented on boxes in an aura of sea romanticism. But here it has disappeared from packing, and to consumers in loose leaves have informed that the captain can be “found” if to buy three packs of flakes and to read there helps in this respect. The prize made hundred dollars on a lot. For sent right answers. Curiosity of children and adults has surpassed expectations of organizers of this game. The sale increase oats’ flakes for half a year have reached 50 %.

The special chapter in the history of advertising packing was occupied with firm bottle Coca-Cola. The drink was invented by pharmacist John Pemberton from Atlanta. In 1886 the invention was on sale as a toning up preparation on 5 cents for a glass in a drugstore. Its popularity accomplished jump after distribution by successor D.Pembertona A.Gandlerom of thousand coupons with the offer of free glass Coca-Cola. Drink flood in bottles has begun in 1899, and the care of the businessman of protection of the child from fakes immediately was born. Substantially it managed to be made thanks to the original container nowadays known all over the world. In 1916 the bottle of the specific form has been registered as a trade mark by Patent bureau of the USA.

### Vocabulary

accommodation	согласование; приспособление
approach	подход
bruise	синяк
by golly	(разг.) ей богу!
close-up	крупный план (в кино)
complaint	жалоба, претензия
consistent	согласующийся; последовательный
deed	поступок, действие
depiction	изображение
excessive	чрезмерный, крайний
familiar	обычный; близкий, интимный
fragrance	аромат
helmet	шлем
insistence	настойчивость

lingerie	фр. дамское бельё
outrage	грубое нарушение чьих-л. прав, беззаконие; оскорбление
rape	изнасилование
score	вести счёт (в игре); засчитывать (очки и т.п.); выигрывать
to concern	касаться, относиться; интересоваться; п. интерес
to deface	обезобразивать, уродовать
to maintain	поддерживать, сохранять; утверждать; защищать (свои права)
to stride	идти широким шагом
to tire	утомлять, надоедать, прискучить
to trace	прослеживать; чертить; калькировать
to withdraw	брать назад; отменить

### Exercises

#### 1. Find in the text the English for:

тенденция создать и увековечить стереотип; группа давления; заинтересованный только вкусом кофе; полураздетая женщина; превратить товар в безвкусицу; совершать безрассудные поступки; уверенный в себе; молодая модель в панталонах, шагающая в гордом одиночестве; это не представляется непоследовательным; требования перемен к приспособлению; существующая система; женщины больше не должны были оставаться пустоголовыми куклами; непреднамеренная ложная информация.

#### 2. Translate the following into English using - less:

- безвкусный -
- безмозглый -
- беспечный, небрежный -
- необоснованный, неосновательный -
- бесполезный -
- бессонный -
- неуместный -

безболезненный -  
бездушный -  
беззащитный -

**3. Complete the following adjectives by adding the correct prefix (-un; -im; -in; -ir; -dis). Translate new words.**

-familiar	-possible	-secure
-worthy	-armed	-resolute
-dependent	-lawful	-honest
-intended	-replaceable	-graceful
-faithful	-sincere	-responsible

**4. Give synonyms for:**

to concern –	to prepare –
to withdraw –	to outrage –
to amuse –	to maintain –
to tell –	to revolt -

**5. Give antonyms for:**

to tire –	x - rated –
to build –	tasteless –
to change –	scantly -
to clothe –	

**6. Fill in the blanks with suitable words:**

Probably the most telling _____ comes from the _____ movement.	basic
The company has since changed its _____ approach, putting its necessarily _____ clad women in more normal _____.	advertising
Agencies in the 1970 s began showing women in previously _____ roles.	scantly
Women want the _____ changes, but they want _____, too.	romance
The models were so _____, so _____ that some women viewers would not be able to with them.	pressure
	identify
	self-confident
	feminist
	successful
	unfamiliar
	settings

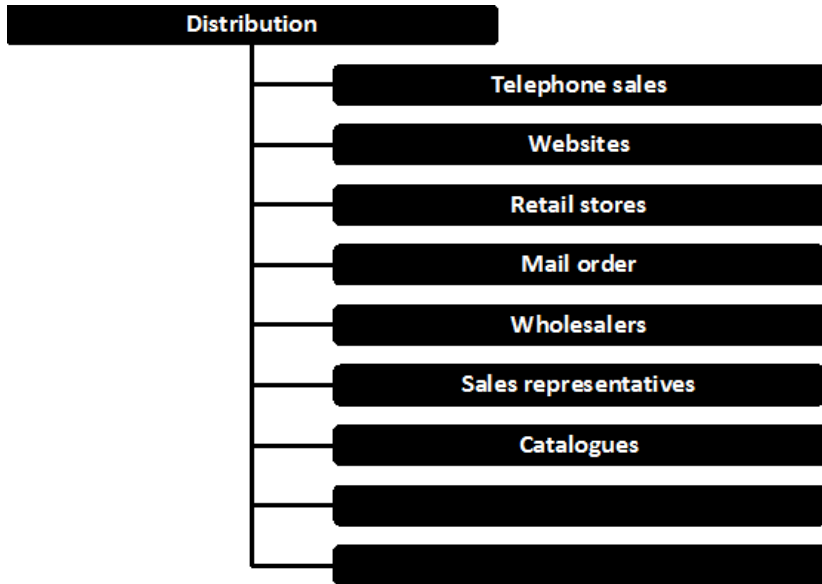
**7. Answer the questions. Give your opinion.**

1. What are the groups, which complain against advertising? (Find in the text)
2. What are the main complaints against advertising (according to the text)?
3. What prize did women against pornography award to maiden form?

**8. For discussion:**

1. What are advantages and disadvantages of advertisement?
2. How do you think, what type of advertising is the most effective (newspaper, radio, TV, the Internet)?
3. What is “stereotype” in your opinion?

**9. Can you add any distribution channels below? Which channels does your company use? Why?**



**10. Match a part of each section to make a full sentence.**

Billboards are owned	that can be used	of their papers
An ad could try	a lot of people	shop windows



Product placement are ads	commercials	that rent them to advertisers
Some ads use slogans	send information	a candidate for president
Newspapers sell advertising space	in charge of creating	can advertise the product best
Advertisers often broadcast	that appear	only to a certain group of people
Some mailing lists	by companies	many times a day.
Television can reach	to make voters choose	very quickly
Many stores have their own department	which type of media	in a TV show or series
It is very important to find out	in all sections	over and over again

## TEXT 8

### Read the text and translate

### ADVERTISING

**Advertising** is a message designed to promote a product, a service, or an idea. In everyday life, people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in many buses, subways, and trains. Neon signs along downtown streets flash advertisements. Billboards dot the roadsides. Commercials interrupt TV and radio programs.

The purpose of most advertising is to sell products or services. Manufacturers advertise to try to persuade people to buy their products. Large business firms also use advertising to create a favorable “image” of their company. They want the company name to be known and respected for the products the firm makes or the services it provides. Local businesses use advertising to gain new customers and increase sales. Advertising thus plays a major role in the competition among businesses for the consumer’s dollar. It is the cheapest and fastest way to inform large numbers of people about products or services for sale and to persuade them to buy. In many businesses, the volume of sales depends largely on the amount of advertising done.

Advertising is also used by individuals, political parties and candidates, social organizations, special interest groups, and the government. Many people advertise in newspapers to sell used cars, homes, or other property. Political parties and candidates use advertising to try to win votes. Social organizations and special interest groups often advertise to promote a cause or to influence the way people think or act. Some of their advertisements provide a public service. For example, the American Lung Association sponsors public service ads designed to discourage people from smoking. The United States government uses advertising chiefly to recruit volunteers for the armed forces.

Advertising is a multibillion dollar industry in the United States. About \$125 billion – an average of about \$500 per person – is spent on advertising each year. This amount represents about 2 per cent of the

U.S. *Gross National Product* (GNP) – that is, the value of all goods and services produced yearly. More money is spent on advertising in the United States than is spent in any other country. Advertising pays all the costs of the nation's commercial television and radio broadcasting. It also pays about two-thirds of the costs of newspapers and magazines.

Because advertising is so widespread in the United States, it has enormous influence on American life. Advertising encourages the Americans to eat certain foods, wear certain clothes, and use certain household products. It promotes the use of work-saving appliances and then suggests ways to enjoy the resulting leisure time. In doing all these things, advertising helps shape American tastes, habits, and attitudes. In promoting the sale of many kinds of goods, advertising also helps raise the standard of living.

Advertising is common in almost all countries. In many countries, however, the use of advertising is more restricted than it is in the United States. In most countries of Western Europe, for example, the governments limit the amount of advertising that appears on television. In addition, these governments make greater use of advertising for social, political, and educational purposes.

### Vocabulary

amount	количество
appliance	приспособление
attitude	отношение
billboard	рекламный щит
chiefly	главным образом
consumer	потребитель
cost	стоимость
discourage	обескураживать
downtown	деловая часть города
enormous	громадный
Gross National Product	ВВП
manufacturer	производитель
property	имущество
sign	вывеска

to apply	применять
to design	создать
to encourage	ободрять
to flash	сверкать
to influence	влиять
to make up	составлять
to pay	оплачивать
to promote	продвигать
to provide	снабжать, обеспечивать
to recruit	вербовать
to represent	представлять
to restrict	ограничивать
to shape	принимать форму

### Exersises

#### 1. Answer the questions:

1. What is advertising? 2. Where can you meet with advertising? 3. What is the purpose of most advertising? 4. Who uses advertising? 5. For what does the United States government use advertising? 6. How much money does the United States spend on advertising? 7. Why is advertising so widespread in the US? 8. What does it promote? 9. What can you say about advertising in other countries? 10. How is advertising developed in our country?

#### 2. Find in the text the English for:

Сообщение; продвигать продукт; много видов рекламы; рекламная афиша; деловая часть города; рекламный щит; пытается убедить людей; любимый имидж; соревнование среди бизнесменов; объем продаж; выиграть выборы; общественное обслуживание; ежегодно; коммерческое телевидение и радиовещание; свободное время; ограничивать количество рекламы; образовательные цели; промышленные организации

#### 3. Fill in the blanks with articles, where necessary.

1. It promotes \_\_\_ use of work-saving appliances and then suggests

ways to enjoy \_\_\_ resulting leisure time. 2. In many countries, however, \_\_\_ use of advertising is more restricted than it is in \_\_\_ United States. 3. It mainly discusses advertising by \_\_\_ business and \_\_\_ industrial organizations. 4. Advertising pays all \_\_\_ costs of \_\_\_ nation's commercial television and radio broadcasting. 5. Social organizations and special interest groups often advertise to promote \_\_\_ cause or to influence \_\_\_ way people think or act. 6. They want \_\_\_ company name to be known and respected for \_\_\_ products \_\_\_ firm makes or \_\_\_ services it provides. 7. \_\_\_ poster ads appear in many buses, \_\_\_ subways, and \_\_\_ trains.

#### 4. Fill in the blanks with prepositions and adverbs.

1. \_\_\_ everyday life, people come \_\_\_ contact \_\_\_ with many kinds \_\_\_ advertising. 2. The purpose \_\_\_ most advertising is \_\_\_ sell products or services. 3. Many people advertise \_\_\_ newspapers \_\_\_ sell used cars, homes, or other property. 4. It also pays \_\_\_ two-thirds \_\_\_ the costs \_\_\_ newspapers and magazines. 5. Advertising encourages Americans \_\_\_ eat certain foods, wear certain clothes, and use certain household products. 6. \_\_\_ most the countries \_\_\_ Western Europe, \_\_\_ example, the government limit the amount \_\_\_ advertising that appears \_\_\_ television. 7. But much \_\_\_ the material applies \_\_\_ advertising \_\_\_ other groups \_\_\_ well.

#### Did you know?

*Franchising began in the mid-19th century and now dominates the retail sector in many countries, especially the US. Early American examples included automobile dealerships and the telegraph system, which were controlled by Western Union but operated by different companies. The best example of franchising today is probably the restaurant sector. American fast food chains started using franchises in the 1950s and the global success of McDonalds is largely based on its franchise -based business model.*

#### 5. Match different pricing models to their definitions.

1 captive product pricing	a pricing goods/ services as cheaply as possible
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- 2 economy pricing
- 3 geographical pricing
- 4 penetration pricing
- 5 premium pricing
- 6 price skimming

- b charging a high price for an item where you have a competitive advantage
- c charging a high price for a unique high-quality item
- d pricing goods at a very low price to encourage people to buy them- often the prices are later raised
- e pricing according to the area where goods are sold
- f pricing one item is very low and its complements higher

**6. Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions.**

*ad agency • art director • copywriter • graphic designer • market research firm • PR officer*

- 1 One of this person’s responsibilities is to create logos.
- 2 This company is responsible for creating advertisements.
- 3 This company conducts a survey to find out more about its customer.
- 4 This person supervises the design staff.
- 5 This person interacts with the media to represent important company information to the public.
- 6 This person writes the text for advertisement.

**7. Fill in the blanks with words from the box**

appear athlete attention broadcast cartoon catchy consumer creative customers decide develop famous habits headlines product remember repetition services special status

- 1. Advertising tells people about products and \_\_\_\_, and tries to make them buy a \_\_\_\_ .
- 2. Ads do their jobs in many different ways. \_\_\_\_ are words in big letters that try to get the \_\_\_\_ of the readers.
- 3. Some ads use slogans or \_\_\_\_ phrases that are easy to \_\_\_\_.

4. Advertising agencies often get a famous person, like an actor or \_\_\_\_, to talk about a product. \_\_\_\_ characters are often connected to a certain product and become \_\_\_\_ with it.

5. One of the most important techniques of advertising is \_\_\_\_.

6. Ads are \_\_\_\_ many times a week for weeks or months. When people see them they might want the product.

7. Advertising is often done by \_\_\_\_ firms.

8. First they try to get information about the buying \_\_\_\_ of their \_\_\_\_ - who buys a certain product and why.

9. The age, sex and social \_\_\_\_ of a \_\_\_\_ are also important.

10. The people in the \_\_\_\_ department \_\_\_\_ ideas and themes.

11. They prepare images, photos and text and \_\_\_\_ where the ad should \_\_\_\_.

### **8. Put your thinking cap on answering these questions.**

1) Commercial radio and television is provided free of charge. It is called “free to air”. So, for example, movies, comedies, the news, current affairs, “soaps”, and documentaries are provided as a free service. Radio provides music, “talkback” and discussion sessions, and the news. Yet, the consumer has, in the end, to pay indirectly for advertisements. Why? How?

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2) Although advertising is one of the costs of business which must be recouped (got back) from sales it could bring down the cost of a product. Why? How?

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3) The advertiser always wants to get the customer on side. Yet, although people often object to repetition in advertisements (repeating the advertisement again and again) advertisers stick with it. Why?

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4) Celebrities are often used with big expensive advertising campaigns. Celebrities are usually people who are well known in entertainment or sport. They are leading actors, singers, cricketers or footballers. Yet, they may have no great knowledge of what they are advertising. Why, then, are they used in advertisements?

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5) Why can it be said that we need advertising in our society?

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## 9. How advertisers appeal to potential customers

**Fact:** you will learn about aims and appeals of advertisements through studying these examples.



**BE SECURE  
IN YOUR HOME**

The made-to-measure experts 

7 mm hinged security door .....	\$200
7 mm sliding door .....	\$200
7 mm triple lock .....	\$200
Window locks/dead locks fitted from .....	\$19 each
Fly screen house lots .....	\$19 each
10 mm wall safe with Ross key .....	\$19 each

*"We will beat  
my price"* *1500  
customers*

Call factory direct for free measure and quote  
**Phone 4442 37058**



- 1) Advertisers appeal to the feelings of people.  
What feeling is the advertiser appealing to in the first line.

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- 2) What line tells you that the advertiser is trying to be price competitive?

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- 3) Why does the advertiser mention the number of customers?

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- 4) What is the advantage to the customer in listing the prices?

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- 5) Why would the term "factory direct" be appealing to some customers?

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## TEXT 9

### Read the text and translate

#### CAN ADVERTISING INFLUENCE THE WAY WE LIVE OUR LIFE?

The prevalence of advertising in modern, consumer driven, societies is strong and growing more all the time, with television, radio, the Internet, newspapers and magazines the most ubiquitous platforms. With advertising companies increasingly looking for new media and platforms on which to advertise: roller coasters such as the Pepsi Max <sup>TM</sup> Big One and the Playstation at Blackpoll's Pleasure Beach, and aspects of every commercialized sport currently played, from football jerseys right down to the helmets of motorcycle riders, this begs an important question: do advertisements merely influence consumers choice of the brand of product they will buy, or do they fundamentally influence the basic types of products consumers can choose, and even the consumer's lifestyle?

Perhaps the most controversial industry of which this question has been asked is the tobacco and cigarette industry, whose advertisements can regularly be seen on large 'billboards' by UK highways, and also covering the cars, drivers and all promotional material associated with Formula One racing. Pollay (2004) examined the 2002 trial, which assessed the constitutionality of Canada's Tobacco Act, passed in 1997, which attempted to regulate cigarette advertising and promotion. With respect to promotional communications, the purpose of the act was to protect young persons and others from inducements to use tobacco products and the consequent dependence on them (Pollay, 2004). The provisions prohibited advertisements that were false, misleading, or deceptive or that are likely to create an erroneous impression about the characteristics, health effects, or health hazards (Pollay, 2004). Also prohibited were testimonials and endorsements, including the depiction of a person, character, or animal, whether real or fictional, and lifestyle advertising or advertising that could be construed on reasonable grounds to be appealing to young persons (Pollay, 2004). The trial involved new evidence of industry tactics in the 1990s, including the use of lifestyle advertising of sponsorships and the marketing of a new product that was

falsely claimed to be less irritating. Pollay provides highlights from the legislative background, the document production, the trial testimony, and the judge's decision, which ended with an endorsement of the law.

This trial, the supporting evidence and judges decision all tended to support the view that cigarette advertising was not only capable of influencing the way people lived their life, but that it actively did. Cigarettes are known as a badge product because they provide consumers, especially young consumers, with a token for communicating their identity. In the cigarette category brand image is everything. The brand of cigarettes a person smokes is their identity. Cigarettes tell others who they are as a person. There is a strong emotional connection to the brand, the image it projects about the smoker, not only to themselves but to others (Pollay, 2004).

This evidence is further reinforced in another cultural context: Goldberg (2003) analyzed a survey of over 1,700 Hong Kong adolescents, and found that it indicates that their smoking related behaviors are related to their exposure to cigarette advertising, promotional products, and movies. American media and tobacco firms dominate the Hong Kong tobacco and cigarette industries, resulting in strong preferences for American cigarette brand, particularly Marlboro. As a correlation study, this research does not, of itself, address the issue of causality; however, these findings do add one more dimension to a growing body of literature that cumulatively suggest a causal relationship between expose to tobacco advertising and promotion and youth smoking. In other words: the research tends to indicate that cigarette advertising may create lifestyle changes among young consumers, leading them to take up smoking for lifestyle reasons, when they would otherwise not have.

However, the tobacco industry does differ from a great many other industries, in that different brand of cigarettes are virtually indistinguishable from one another, except for image illusions. As ITL's marketing vice president testified in an earlier tobacco related trial, based on the Tobacco Product Control Act (TCPA) of 1998, also in Canada: so the discrimination in product terms, pure blind product terms, without any packaging or name around it is very limited... It's very difficult for people to discriminate, blind tested. Put it in a package and put a name on it, and then it has a lot of product characteristics. (Brown, 1989) this is a fact which has been known by many experts for decades: in

a market with minimal product differentiation, advertising becomes a disproportionately important part of the marketing mix and without easily perceptible product differentiation, except for extremes; consumer choice is influenced almost entirely by imagery factors. (ITL 1971 Marketing Plans) as such, cigarette manufacturers are forced to distinguish their products from other brands by using lifestyle marketing, which thus impacts strongly on consumers, especially younger consumers who are still developing and defining their lifestyle. However, in order to truly examine the potential impact of advertising on people's lifestyles, it is necessary to look at other industries, where products are more naturally differentiated, and also at consumers as a whole.

Interestingly, in 2001, the Economist found that consumers in developed markets have, in fact, become more fickle. A study of American lifestyle by DDB, an advertising agency, found that the percentage of consumers between the ages of 20 and 29 who said that they stuck to well-known brand fell from 66% in 1975 to 59% in 2000. The biggest surprise, though, was that the percentage in the 60-69 age brackets who said that they remained loyal to well-known brands fell over the same period, from 86% to 59%. (Economist, 2001) This provides evidence that it is now not only the young who flit from brand to brand, following changing trends, but every age group, it seems, is more or less equally skeptical of brand loyalty, and the potential for brands to use it to their advantage.

The result of this is that many of the world's biggest brands are struggling, as they have resolutely failed to track and follow the lifestyle of their customers, and if they are making more and more noise, it is out of desperation. As they moved from merely validating products to encapsulating whole lifestyles, brands began to evolve a growing social dimension, and in the developed world. They are seen by some to have expanded into the vacuum left by the decline of organized religion. (Economist, 2001) But this has made brands, and the multinationals that are increasingly identified with them, not more powerful, but more vulnerable, as consumers will tolerate a substandard product for far longer than they will tolerate a substandard lifestyle, or being associated with a brand that is viewed as substandard.

## Vocabulary

prevalence	широкая распространенность
consumer	потребитель
ubiquitous	повсеместный, вездесущий
roller	вращающийся цилиндр, бегунок
jersey	свитер, вязаная кофта, Джерси (остров в проливе Ла-Манш, в составе Нормандских островов; территория Великобритании)
helmet	каска, шлем
merely	только, просто
inducements	побуждение, стимул
erroneous	ложный, неверный
hazard	риск, опасность
endorsement	индоссамент, передаточная надпись (на ценной бумаге, векселе, чеке и т.п., подтверждающая переход прав по этому документу к другому лицу)
identity	идентичность, одинаковость
survey	опрос, анкетирование
causality	причинность, причинная связь
exposure	выставление
to indicate	показывать, указывать
otherwise	иначе
indistinguishable	неразличимый, невидимый
to relate	относиться
blind	слепой, занавеска, ослеплять
perceptible	заметный, осязаемый
fickle	непостоянный, переменчивый
percentage	процентное отношение
stick	палка, вонзать
struggle	борьба, бороться
encapsulating	герметизация
dimension	измерение, размеры
substandard	нестандартный

## Exercises

### 1. Fill in the blank with words:

1. Perhaps the most controversial industry of which this question has been asked is the tobacco and cigarette industry, whose \_\_\_ can regularly be seen on large “billboards”.

2. These findings do \_\_\_ one more dimension to a growing body of literature that \_\_\_ suggests a causal relationship between exposure to tobacco advertising and promotion and youth \_\_\_.

3. The tobacco industry does \_\_\_ from a great many other industries.

4. \_\_\_ found that consumers in developed markets have become more \_\_\_.

5. Cigarette \_\_\_ are forced to distinguish their products from other brands by using lifestyle marketing.

6. The result of this is that many of the world’s biggest brands are \_\_\_, it is out of desperation.

7. The \_\_\_ in product terms, pure product terms, without any packaging or name around it is very limited.

8. The \_\_\_ of the act was to protect young persons and others from \_\_\_ to use tobacco products and the consequent dependence on them.

### 2. Rewrite each word correctly and find extra letters in it:

enkapsulating	indistincuichable	strugle
diferantiate	inducement	eroneoius
charakteristik	tabaco	deceptive
cigarette	measleading	cumuletivily

### 3. Answer the questions:

1. Which ways of advertising do we have?
2. What is the most controversial industry in the world at present time?
3. In your opinion, which advertisement is the most ubiquitous in the world?
4. How can we struggle against influence of advertisement?

#### **4. Find in the text words synonyms to:**

distinction – testimony – false –  
help – disputatious – addiction –  
possible – announcement – reflection -  
prevalence - prevalent -

#### **5. Find in the text words antonyms to:**

uniform, stock – constant; invariable – silence –  
impossible – weakly – the largest –  
stagnation – lose – truthfully –  
inactivity - disease - indifferent -

#### **6. Find the English for the following phrases, and use them in the retelling and discussing the text.**

широкая распространенность рекламы –  
самые используемые рекламные платформы –  
все больше и больше –  
сомнительная индустрия –  
ошибочное впечатление –  
товары, запрещенные к рекламе –  
разумная основа –  
свидетельские показания в суде –  
решение судьи –  
очевидное доказательство –  
изучение взаимосвязи –  
причинные отношения –  
виртуально неразличимый –  
минимальная разница –  
хвататься то за один бренд, то за другой –  
нестандартный стиль жизни –

#### **7. Write story using these words.**


Advertising, advertising companies, industry, name of company, promotion, inducement, young persons, new product, influence, use, cause, advantage, increasingly, powerful, customer, brand, the potential for brands to use, expanded.

**8. Write an ad about a product – use pictures, slogans and text to make it as interesting as possible!**

The following points should be included:

- what is good about the product
- why people should buy it
- why it is better than a different product
- the price

**9. How advertisers appeal to potential customers**



**JOHN'S MOWING**  
Call 232 567 any time for lawn mowing

- GARDENING
- LANDSCAPING
- PRUNING
- GUTTER CLEANING
- MOWING
- FERTILISING
- RUBBISH REMOVAL
- PALM CLEANING

**Competitive rates**

Prompt service guaranteed by insured professionals

1) Why do you think this advertisement makes good use of space?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2) Why would the expression "by insured professionals" appeal to prospective customers?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3) Underline the words and expressions in the advertisement that would appeal to people. Explain why they would appeal to prospective customers.

\_\_\_\_\_

\_\_\_\_\_


\_\_\_\_\_

4) Why was it important for the tradesperson to include his licence number as a licensed painter?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_




**Painting**  
**FAST - CLEAN - RELIABLE**

Phone Peter Murphy for obligation  
**FREE quote**

top quality work      top quality paints  
House & unit repairs

**7320 4683**  
Mobile: 0732 605 041  
Lic. No.: 013457



**TRADESPEOPLE!**

This space will cost \$62.40 if the

**Coast Chronicle**

Will reach 150,000 households  
Phone Yvonne to book your advertisement now!

5) Why would a newspaper insert this advertisement in its own newspaper and why would it refer to the number of households?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ADDITIONAL TEXT FOR TRANSLATIONS

### **My brand is me**

Aaron Bondaroff is 29. A-Ron, as he is also known, has a very high opinion of his own importance in the youth culture of Lower Manhattan in New York. As far as he is concerned, you can presume that every cool person south of Delancey Street will like what he likes. No need to ask them what they want. Ask him. A-Ron has been asking himself a question lately: “How do I turn my lifestyle into a business?”

Bondaroff dropped out of high school at the age of 15 to live a wild life and hang out with the people who were worth hanging out with. He got a job in Lower Manhattan at a store selling items with the “Supreme” name on them. Theoretically a skateboard brand, Supreme was really a brand about attitude. In his store, clerks would insult you to your face if you weren’t cool enough. A-Ron was not only cool enough; he was photographed for Supreme ads and became its “unofficial face”. Supreme caught on in Japan. By the time Bondaroff was 21, he was visiting Tokyo and getting asked for autographs by kids who had seen his picture in magazines. They weren’t exactly sure who he was. They just equated his image with fame and style. One fan called him the guy who “gets famous for doing nothing”.

While still working a retail job, he was also making a business out of being a cool guy. A group in Australia paid for him to come there to discuss new trends. His elaborate birthday party was subsidized by Nike. He was figuring out that he had option of becoming a “culture expert”. He concluded that there was no reason to rent his coolness to other companies. If they could earn revenue from his great taste, he figured, he could earn even more.

Young people have always found fresh ways to rebel, express individuality, or form subculture communities: new art, new music, new literature, new films, new forms of leisure, or even whole new media forms. A-Ron’s preferred form of expression, however, is none of those things. He calls it “aNYthing”. He talks about it as something bold, radical, and anti-big business. He makes it sound like some very hip independent film company or a punk band. In fact, aNYthing is just



a brand. A-Ron puts the label on T-shirts, hats, and other items, which he sells in his own store, among other places.

This might seem strange, since most of us think of branding as a thoroughly corporate practice. It's what huge companies do, and it involves financial assets in the tens of millions. After all, a 30-second TV ad can cost as much as \$2.5 million.

Branding is both simpler and more complicated than that. It is basically the process of attaching an idea to a product. The item for sale becomes the symbol of an attractive quality or idea. Decades ago that idea might have been trustworthiness, effectiveness, or reasonable price – qualities that related directly to the product. Over time, the ideas have become more abstract. Branding persuades people to consume the idea by consuming the product. In its modern form, branding ties a product not to one idea but to an entire theme, such as nonconformity<sup>1</sup> or achievement. A strong brand becomes a form of identity.

Of course, companies don't go into business to express a particular point of view. They have stuff to sell, and this has nothing to do with beliefs or ideals. We all know that corporate branding is just a way to get our money. And that fact registers with cool, street-wise guys like A-Ron. Better than with anybody. Which is why it seems so contradictory to claim that a brand is rebellious? Branding is a form of personal expression? Independent businesses are a means of dropping out? Turning your lifestyle into a business is rebellious?

And yet thousands and thousands of young people are following in A-Ron's path. They are turned off by the world of shopping malls and big-box stores. They see alternative businesses as the perfect tool of protest. Some of these discontented young people design furniture and house wares or convert their handicraft hobbies into businesses. Others make toys or paint sneakers. Many of them see their businesses as not only *non*-corporate but also *anti*-corporate. They protest culture's materialism with their own style of materialism. In other words, they see products and brands as a medium for creative expression.

A-Ron has branded himself, but it is not a brand with a large range. How does your brand get bigger when it is, essentially, just you? He is

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<sup>1</sup> *nonconformity*: behavior or thinking that is different from mo

tying aNYthing to more projects – music, books, even a documentary film. His blog announces the latest parties and offers pictures of the cool people dropping by his store. He has been thinking about whether he can open a store in Japan. He seems to think he can be to the world what he believes he is to Lower Manhattan.

### **The power of branding**

Let's say your company has been making athletic shoes for 50 or 60 years. They are good shoes. Nevertheless, other companies have sped past you in the race for fame and the revenue that goes with it. Products with the logos of the other companies are status symbols. Products with your logo make people think of basketball stars from the 1970s. To turn things around, you have to convert your product's old-fashioned image into something new, and make sure consumers get the message. They must equate your product with<sup>1</sup> shoes – beauty, prosperity, or even world peace. In other words, you have to build a brand.

#### **From the ranch to Rolls Royce**

The term *brand* comes from the practice of using a hot iron to burn a distinctive mark into the skin of a cow or a horse. For example, the owner of the Double Jay Ranch might brand a “JJ” mark on his stock. This brand helps the rancher distinguish his or her animals from other. The brand is a kind of label, a device for creating recognition. Branding on products is also all about recognition.

People equate the name *Rolls Royce*, for example, with classic luxury. The recognition value of this brand is enormous. It even registers with people who have never seen one of the company's cars. When the German company BMW bought the Rolls Company in 1998, they were careful to change nothing. They continued to build cars in Greenwood, England, because Rolls Royce is thought of as British. Not even BMW – a powerful brand itself – has the same aristocratic image. Rolls Royce turned 100 years old in 2004, and the brand continues to use the themes of integrity, dependability, and even Brutishness in its advertising.

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<sup>1</sup> *have nothing to do with*: not be related to or connected to

## **Rolls Royce drivers and NASCAR**

As the story of Rolls Royce shows, an extremely successful brand may become an enduring part of a culture. When that happens to a brand with a worldwide presence, the company may get contradictory results. In its home culture, the brand may benefit from being a sort of national treasure; however, it may suffer overseas from being a symbol of foreignness. The McDonald's restaurant franchise offers just one prominent case of a corporation fighting to guide its brand through these difficult waters.

Subcultures can form around a certain brand. NASCAR (the National Association for Stock Car Auto Racing) is in business to organize auto races and sell related products, but its brand is about much more than that. NASCAR was founded in the late 1940s and originally built its image around beachside racing in Daytona, Florida. It revised its brand through the 1980s and 1990s to appeal to a broader audience. Nearly 75 million Americans now consider themselves part of a NASCAR subculture.

Because NASCAR has a connection to such a large segment of the population, it is a medium in itself. It can finance many of its operations by, for instance, allowing its name to appear on products and selling advertising space alongside its racetracks.

### **My brand, myself**

Among some strong brands, the line between promotional and personal image is unclear. Some customers may adopt a brand's image as their own image. The ads for Nike shoes show no-nonsense athletes. A customer might buy Nike shoes because she considers herself a no-nonsense athlete – and she wants others to presume this, too.

Biker subculture in the United States owes a great deal to the branding success of the Harley-Davidson motorcycle company. Its American manufactured motorbikes are promoted as a symbol of patriotism. Harley has also managed to turn its motorcycles into symbols of opposition to mainstream<sup>1</sup> cultural values. In a radio interview, Harley-Davidson's CEO, Jim Ziemer, points out one way his brand – and its black-and-orange logo – has become very personal.

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<sup>1</sup> *mainstream*: representing the way most people in a culture think or behave

**Interviewer:** When business school students study branding, one of the names that's always at the top of that list is Harley Davidson. I'd like you to tell me, first of all, in your mind, what is it that makes a brand?

**Zierner:** A brand is made when a person really feels a connection with that brand. I mean, we've taken it to the ultimate, where a lot of our customers have a [Harley-Davidson] tattoo on their body so they really feel very special and connected with the brand.

The origin of branding, the hot irons and the Double Jay, seem not so far away.

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Advertising in mass media influences broad and consequently is expedient for products and services of wide consumption and mass demand. When there is a question of choice of mass-media the basic reasons "for" and "against" of accepting alternative decisions are: conformity of advertising to target groups of the population potentially interested in the promoted goods; popularity among them the edition, audience of spectators; a fare level for advertising areas or broadcasting time; geography of distribution or action. Naturally, features of concrete means of distribution of advertising are taken into account.

The complex advertising campaigns including the announcements in press, by radio, TV, on hoardings are under construction using the same advertising ideas and creative power so that opportunities of each means of advertising supplement each other.

Advertising in newspapers and magazines has received a wide circulation and on volume of expenses concedes only to advertising on TV. Advertising in newspapers is cheaper than on television. At the same time quality of reproduction of advertising originals in newspapers is usually low. The advertisements placed in them, as a rule, are less attractive, and each edition has simultaneously many such announcements, in this connection influence of any of them is separately reduced.

Specificity of advertising in press dictates the following special approaches for its creation and placement:

1. The heading should involve the consumer, allow to him the new information, contain the basic argument and the name of the goods;

2. It is not necessary to be afraid of plenty of words, if all of them are to the point, the long heading works even better, than the short one;

3. The consumer is quite often ready to perceive the information literally, therefore it is better to do without negative revolutions because in his memory the negative moments can be saved, associating with a subject of advertising;

4. It is necessary to use simple words, but positively working on all, for example, “free-of-charge”, “novelty”, etc.;

5. In illustrations the intrigue is very valuable;

6. Photos work better, than figures, especially when they compare a status before occurrence, using of the goods;

7. Simple breadboard model with one big illustration of a format of a journal strip is an ideal variant of the advertisement in press;

8. It is not necessary to be afraid of long texts because if the consumer is interested in more detailed information, he, involved with heading, will read all the text up to the end;

9. The text should be easy for recognition, without boasting, represent the facts, instead of mere allegations;

10. The trust to advertising raises, if the photo and the text reflect a picture of a real life, the certificate of eyewitnesses, authoritative experts;

11. It is not necessary to print the text light letters on a dark background - it is difficult to read.

Advantage of radio over other mass media is: a 24-hour announcement to many regions and a variety of programs. Radio is listened to in inhabited and industrial rooms, in the kitchen, walking on clean air, in the car. Therefore the advertisements placed in corresponding radio programs, cover significant percent of audience of consumers, irrespective of where they are - at job, on rest, in a way. The radio advertising is operative and has low cost. At the same time during recognition of the advertising references broadcast by radio, sight through which the person receives up to 90 % of information does not participate. Besides the radio advertising complicates an establishment of bilateral communications with the consumer. Often the consumer does not have a pencil, a paper to write down the information transferred in the announcement.

For increasing the efficiency of radio advertising it is useful to follow the following advice:

1. Achieve, that the announcement includes imagination of spectators;
2. Accompany advertising of a concrete product, service by a remembered sound;
3. The result will be the best if to use “prime time” - time, when the number of listeners is the greatest;
4. If the advertising campaign on TV on the same goods or service is parallel conducted, it is necessary to use the same signal, melodies, texts, characters;

The radio advertising cannot be estimated under the written text, it should be heard.

Television announcements include images, sounds, movements, color and consequently render on audience much greater influence, than announcements in other mass media. Advertising on TV becomes more and more interesting, informative and at the same time complex and expensive in manufacture, especially if it is based on computer’s schedule.

For achieving effect of TV advertising, it is necessary to do the following:

It is necessary to gain the attention of the audience in first five seconds; verbosity is not necessary - each word should work.

Posters on boards of the outdoor advertising are usually placed along brisk highways and in places of a congestion of people and remind consumers of firms or the goods which they already know or specify to potential buyers places where they can make the purchases necessary for them or receive corresponding service.

The advertisement in outdoor advertising is usually brief and cannot inform completely about the firm or the goods, therefore acquaintance of potential consumers with the new goods with the help of this mass media is insufficiently effective.

The basic recommendations for outdoor advertising may be reduced to the following:

Hoarding advertising is under construction on advertising idea, which specificity is that it is instantly seized and remembered;

To use simple and clear fonts, such that the announcement could be read from the distance of 30-50 meters;

On a hoarding it is necessary to note the nearest trading and service places where it is possible to get the promoted goods or service.

Advertising messages are disseminated through numerous and varied channels or media. In descending order of dollar volume, the major media in the United States of America are newspapers, television, direct mail, radio, magazines, business publications, outdoor and transit advertising, and farm publications. In addition, a significant amount of all United States advertising dollars is invested in miscellaneous media, such as window displays, free shopping-news publications, calendars, skywriting by airplanes, and even sandwich boards carried by people walking in the streets.

### **Test yourself!**

**See how much marketing and advertising vocabulary you have learned. Use the clues to complete the crossword puzzle.**

#### **Across**

3 Another word for a TV advertisement.

8 Changing the price of a product or service depending on where it is sold: ... *pricing*.

13 Information about survey respondent's age, income, education, etc.: ... *information*.

14 A free item, such as a pen, a mouse pad, or a calendar, given to customers to promote a company.

17 A company that competes with others for the same customers: *One of Coca-Cola's main ...s in the beverage market is Pepsi-Cola.*

18 The group of people that a company wants to sell its products or services to: *the ... group*.

21 Comparing your company's products or services with those of the competitors: ... .

24 The most important results from a market research study are called *the ... ..* (5,8)

27 To give a product or service a new image: *to ... it*.

29 The stage of the product life cycle when the product's market share is increasing.

30 A ... *ad* is an advertisement that appears at the top, bottom, or side of a website.

**Down**

1 A small group of people brought together to share their ideas and opinions for market research: *a ... group*.

2 An advertisement with ... *appeal* is attractive for logical reasons.

4 This person writes the text for advertisements.

5 A ... .. has information on a registered website user such as his or her name, password, and details of what products have been bought. (4,7)

6 When two or more companies compete by cutting their prices it is called a *price ...* .

7 A ... *discount* is a discount given for very large orders, usually placed by another business.

9 Small shops with long opening hours that sell basic items such as milk, bread, cigarettes, and magazines: ... *stores*.

10 The percentage of responses received to a questionnaire: *the ... ..* (8,4)

11 One of the four Ps, this refers to where the product is sold or advertised.

12 What the first word in PR stands for.

15 The average price of a product or service is called the ... .. (5,4)

16 You use a ... .. to show a presentation. (4,9)

19 A positive comment about a company's product from a satisfied customer or a celebrity: *a product ...* .

20 this is a two-word phrase for a series of related items sold by a single company. (7,4)

22 To be at a trade fair stand answering visitors' questions and giving out information: *to ... a stand*.

23 A ... .. lists the prices for advertising in a magazine or newspaper. (4,5)

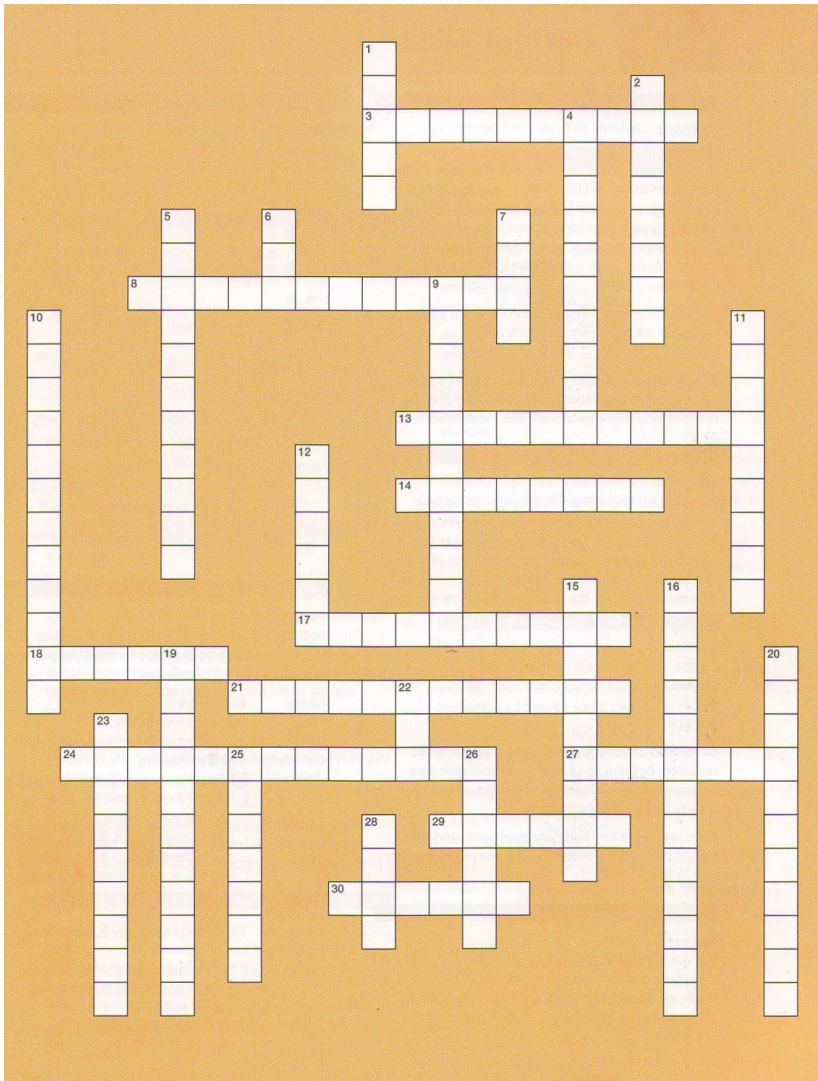
25 A ... .. is a fixed amount that a customer pays every month / year, etc. for a product or service. (4,3)

The amount is not based on how often the customer uses the product or service.



26 You use it to find out what customers think.

28 Another word for the introduction in a press release.



## Glossary

### **advertising agency**

A company that creates advertisements and plans an advertising campaign. Can also deal with branding and other promotional efforts.

### **advertising schedule**

An advertising schedule shows the topics planned for forthcoming issues of a magazine or newspaper, so that advertisers can choose to advertise in a relevant issue (e.g. a travel agency in an issue dedicated to travel).

### **art director**

The person responsible for the design and production of an advertisement. The art director supervises the design staff.

### **banner ad**

An online advertisement at the top, bottom, or side of a website, containing a link to another website.

### **benchmarking**

Comparing a product, service, or company to others in order to establish a standard.

### **billboard**

A large outdoor advertisement, often appearing alongside roads or in city centers.

### **blanket family name**

A company uses a blanket family name when all its products contain the same name (e.g. Heinz ketchup, baked beans, etc.).

### **brand equity**

The value (either real or perceived) of a brand.

generate a buzz, i.e. to get people talking about a product.

### **captive product pricing**

Charging a high amount for an item that complements a low-cost item. For example, a razor is often cheap, but razor blades (the captive product) are, comparatively, very expensive.

### **cash discount**

A discount offered for payment in cash.

### **circulation**

The number of readers a publication reaches.

**copywriter**

The identity of a company as formed by its name, logo, slogan, and the language used by the company to describe itself.

**corporate identity**

The identity of a company as formed by its name, logo, slogan, and the language used by the company to describe itself.

**demographic information**

Information such as age, gender, and income.

**direct marketing**

Marketing directly to the customer using letters, leaflets, catalogues, door-to-door selling, etc. the term is occasionally also used to include telemarketing.

**distribution channel**

The route a company uses to distribute its goods. For example, a manufacturing company's distribution channel might go from factory to wholesaler to retailer.

**economy pricing**

Pricing items very low to encourage sales. This is the pricing model used for generic products.

**field research**

Market research done outside the company using observation or surveys with questionnaires.

**focus group**

A focus group is a small group of people brought together to answer market research questions.

**generic**

Generic products are products without a brand name.

**geographical pricing**

Pricing items according to where they are being sold. Items sold in poorer countries, for example, might be priced lower.  
information on a product, events, or person.

**price**

The amount of money a product or service costs.

**price skimming**

The practice of charging a high price for a product or service that only your company offers. Once competitors enter the market, this pricing model is no longer possible.

**price war**

A competition between companies to offer the lowest prices; a price war involves a series of price cuts.

**product endorsement**

A positive comment by a satisfied customer (sometimes a celebrity) used to advertise a product.

**product life cycle**

The typical product life cycle consists of four stages: introduction, growth, maturity, and decline.

**product line**

A related series of items sold by a company. For example, printers are one of HP's product lines.

**product portfolio**

All the products sold by a company. Also called 'product mix'.

**promotion**

Promotion refers to the ways in which potential customers are made aware of your product.

**promotional discount**

A temporary discount offered on a product to encourage sales.

**psychographic information**

Information on a consumer's lifestyle, beliefs, and values.

**public relations officer**

A public relations officer creates and maintains good relations between his or her organization and the public.

**rate sheet**

A sheet listing the prices for advertising in a magazine, newspaper, or on a website.

**rebranding**

Creating a new brand identity for a product or service.

**recommended retail price**

The selling price suggested by the manufacturer.

**respondent pool**

The people to whom a survey or questionnaire

**brand loyalty**

A strong consumer preference for one brand.

**brand values**

The values according to which a company makes its decisions related to that brand.

**branding**

The process of giving a product or service a specific identity, e.g. establishing its brand values and communicating these to the consumer.

**break-even point**

The point at which the volume of revenues equals the company's total expenses.

**bulk discount**

A bulk discount is given to customers buying a large amount, e.g. a clothing shop buying 10,000 shirts might receive a bulk discount from a clothing manufacturer.

**buzz**

The aim of many marketing campaigns is to

**giveaway**

An item, such as a pen or key chain that prominently features the company's logo, given away for free to promote that company.

**going rate**

The average cost of a product or service.

**hoarding (BE) → billboard (AE)****hypermarket**

A huge store containing all the features of a supermarket, department store, and drugstore/chemist's.

**to launch**

Something is launched when it is introduced onto the market in an attention-getting way, for instance through special events or a high-profile marketing campaign.

**market research**

The process of learning about what products and services people want and what price they're willing to pay.

**market segment**

A group of consumers who share a similar buying behavior.

**market share**

The percentage of the total market held by a given company. For example, if 20% of the toothpaste sold in the UK is made by Fresh, and then Fresh holds 20% of the market share.

**marketing plan**

A detailed plan describing how a product or service will be marketed.

**media mention**

An item about a company in a newspaper, magazine, online publication, on television, or on the radio.

**4 Ps**

Product, price, placement, and promotion. These four points must be considered by every marketing professional.

**penetration pricing**

Pricing something very low to gain market share. Penetration pricing is normally used only for a limited period of time.

**placement**

Vis-à-vis the 4 Ps, placement refers to the distribution channels through which a product is sold.

**premium pricing**

Pricing a product or service high in order to establish it as a luxury item.

**press release**

A short text distributed to journalists giving is sent. The people who actually respond are called respondents.

**response rate**

The percentage of people who respond to a questionnaire or a direct marketing campaign.

**retail store**

A store where private individuals shop.

**slogan**

A short, memorable sentence used to advertise a company or product, e.g. Nike: *Just do it.*

**target market**

The group to which a company intends to sell.

**telemarketing**

Marketing by means of telephone calls.

**user profile**

Customer information stored electronically, especially for on-line shoppers.

**USP**

A USP, or unique selling proposition, states the unique benefit of buying or using a product.

**vehicle ad**

An advertisement placed on a bus, train, or automobile.

**wholesaler**

A company which distributes manufacturers' products to retailers and other distributors. Usually, they do not sell to the end-users directly.

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## АНГЛИЙСКИЙ ЯЗЫК

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