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# **SEDUCING THE MASSES: ANALYSES OF ADVERTISING LANGUAGE**



**Student .....**

**Group .....**

**Compiled by Voitkova**

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Учебное пособие содержит обширный аутентичный практический текстовой и аудиальный материал по актуальным проблемам рекламной деятельности и направлено на формирование профессиональной дискурсивной иноязычной компетенции.

Предназначено для студентов среднего (среднепродвинутого) уровня, обучающихся в вузах с расширенной сеткой преподавания английского языка, а также для студентов 2-4 курса лингвистического университета неязыковой направления «Реклама и связи с общественностью».

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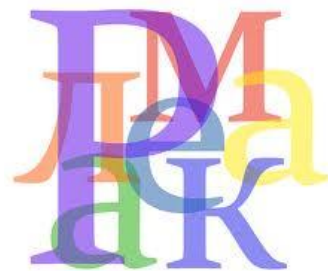
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# Part 1

## SEDUCING THE MASSES: ANALYSES OF ADVERTISING LANGUAGE

### Contents

<p><b>Module 1 Introduction to the world of advertising</b></p> <ul style="list-style-type: none"> <li>• Key vocabulary. Derivatives</li> <li>• The Power of advertising</li> </ul> <p><b>Module 2 Big Business: brand management</b></p> <ul style="list-style-type: none"> <li>• <b>Key idea in advertising.</b> Will Anyone Notice the shoes?</li> <li>• Product Policy</li> <li>• Products &amp; Brands</li> <li>• Surplus Society</li> <li>• Brands Names</li> </ul> <p style="padding-left: 40px;">The two famous brands: Starbucks coffee vs Apple Macintosh Some other brand names &amp; their policies in the supplement 1</p> <p><b>Module 3 Globalization</b></p> <ul style="list-style-type: none"> <li>• Logomania</li> </ul> <p><b>Module 4 . Marketing: seducing the masses</b></p> <p><b>Marketing Basics</b></p> <p><b>What is Marketing?</b></p> <ul style="list-style-type: none"> <li>• Defining marketing</li> <li>• The centrality of marketing</li> <li>• Market research</li> <li>• Marketing mix</li> <li>• Marketing brands</li> <li>• Market strategies</li> </ul> <p><b>1. Promotional Tools</b></p> <ul style="list-style-type: none"> <li>• Promoting a new project</li> <li>• Promotional strategies</li> <li>• Developing a new product</li> </ul> <p><b>2. Pan-European advertising</b></p> <p><b>3. International advertising: cultural issues</b></p> <p><b>Supplement 1</b></p> <p><b>Brand names &amp; their policies</b></p> <ul style="list-style-type: none"> <li>• Apple, Nike, Brats vs Barbie, YouTube, Google, Vespa, Harley Davidson, Ikea, Wiki</li> </ul>	
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**1. A) Listening. Designer goods. What are 'designer goods'? Which famous names can you think of for these products?**

clothes and sportswear accessories..... (bags, shoes, etc.) .....  
cars and motorbikes .....  
perfume and cosmetics .....

**B) Check the meaning of the phrases in bold. Which statements do you agree with? Compare answers.**

- a "A lot of people in my country want to **own** these **designer goods**."
- b "Most people in my country **can't afford** designer labels."
- c "Sometimes I **save up for** something really special."
- d "People only want these products because of all the **advertising**."
- e "Products with a famous name are **better quality** and last longer,"
- f "products like this are **a waste of money** - you just pay for the label. Cheaper things are often just as good,
- g "People **look better** in designer clothes than in cheaper ones."
- h "it worries me that people spend so much money on these things, and that they care so much about possessions."

**C) You will hear the people on the left giving their opinions about these things. What do you think they will say? Are they for or against designer goods, or do they have mixed feelings? (Listening 1.1.)**

		
Valerie, 71 a grandmother	Nicola, 40 her daughter	Rory, 15 Nicola's son

**D) Listen again, and mark these statements true (T) or false (F)**

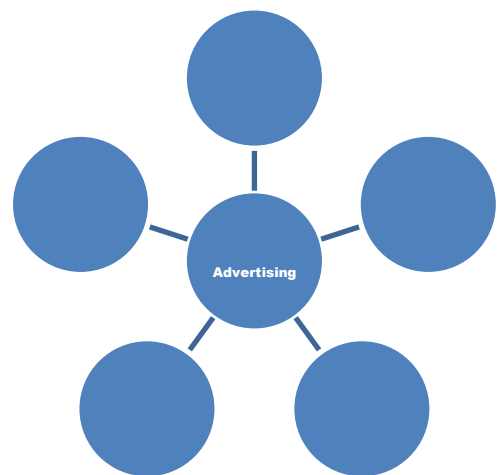
- a. Valerie has always spent a lot of money on clothes.
- b. She always prefers designer products.
- c. Nicola is worried about how much money people spend on these things.
- d. She thinks cheaper products are usually just as good.
- e. Rory thinks people who are obsessed with designer clothes are stupid.
- f. He thinks all trainers and jeans are cool, and look good.

Exercises taken from New Headway Pre-Intermediate, 2004

**2.1. a) Brainstorming. Which things generally come under the heading of “advertising”?**

**Discuss your ideas in class**

**b) What is an advertising & advertisement? Based on the ideas mentioned in class think over the definition of what their concepts are.**



**2.2. Key Vocabulary**

**\*advertisement -**

1) a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy;

# advertisements for alcoholic drinks

# We received only two replies to our advertisement

2) (advertisement for *informal*) a person or thing regarded as a means of recommending something; # unhappy clients are not a good advertisement for the company

**Origin:** late Middle English (denoting a statement calling attention to something): from Old French *advertissement*, from the verb *advertir* (see advertise ‘turn toward’)

**\*advertising** - the activity or profession of producing advertisements for commercial products or services (Oxford American Dictionary)

1) the act of making a company, a product or a service known to the public; the notices, pictures & short films that a company uses to tell people about itself & its products:

