

МИНИСТЕРСТВО ОБРАЗОВАНИЯ И НАУКИ РФ  
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ  
ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО  
ПРОФЕССИОНАЛЬНОГО ОБРАЗОВАНИЯ  
«ИРКУТСКИЙ ГОСУДАРСТВЕННЫЙ  
ЛИНГВИСТИЧЕСКИЙ УНИВЕРСИТЕТ»

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# **Business Communication: evaluating an advertising process**

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Пособие “Business Communication: Evaluating an Advertising Process” предназначено для студентов 3-4 курсов направлений «Менеджмент», «Реклама и связи с общественностью», «Музееведение». Целью учебного пособия является формирование иноязычной профессиональной дискурсивной компетенции посредством изучения лингвистических и экстралингвистических особенностей рекламы. В пособии использованы аутентичные аудио, видеоматериалы и тексты из разных источников, позволяющие объективно рассмотреть феномен рекламы как источник профессионально-направленной и культурологической информации.

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A

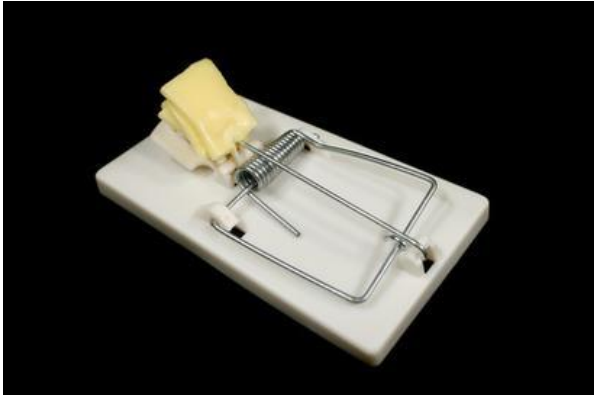
*“Advertising - A judicious mixture of flattery and threats.”*  
— Stephen Leacock

**Warm-up**

**a) Read & discuss the following text in class.**

**Why Is Advertising so Important to Business?**

by Christina Hamlett, Demand Media



The best mousetrap won't catch any customers if you don't advertise that it exists. As far back as Ancient Egypt, advertising has served a critical purpose in the business world by enabling sellers to effectively compete with one another for the attention of buyers. Whether the goods and services your company provides are a necessity, a luxury or just a bit of whimsy, you can't rely on a

one-time announcement or word-of-mouth chatter to keep a steady stream of customers. A strong commitment to advertising is as much an external call to action as it is an internal reinforcement to your sales team.

<http://smallbusiness.chron.com/advertising-important-business-3606.html>

**b) Think of the question “Are you influenced by Advertising?” and choose one of the answers.**

1. I'm much influenced and base all of my purchases on advertisements I've seen.
2. Frequently I base my purchases on advertisements & commercials
3. Maybe a few times it's influenced me, but I mostly rely on word of mouth
4. No way! I don't trust ads, and I never make purchases based on ads I've seen!

**c) Read**

*“Are you influenced by Advertising?”*

When consumers **make purchases**, they most often are influenced by something someone said to them much more than any advertisement. Many people ask around about a product before they purchase to see if their friends or family have purchased the **item**, and to get their **recommendations** on who to buy it from. Why don't people listen to advertising?

*Because they don't trust advertising.*



Why not? Advertisements are everywhere. They're **constant**. They promise one thing, and **deliver** another. We've all **become so numb to** advertising; people for the most part **ignore** it! The advertising world is changing, and new advertising methods are becoming more **effective**, **cost-efficient**, and sometimes, free.

**d) Vocabulary. Paraphrase the words in bold type. Use them in sentences of your own.**

## **Part 1**

### **1.1. What's the purpose of advertising?**

**Read three texts below & summarize the ideas in a report.**

**(I)**

What a silly headline. I mean everyone knows that the purpose of advertising is to sell stuff, right?

Well, not always. Sometimes it's to get people to stop doing things (e.g. littering), start doing things (e.g. voting), and keep doing things (e.g. being proud and productive associates).

In any and all events, the purpose of advertising is to affect viewer and listener behavior. The real question is, What's the best way to go about it?

We're going to witness a subset of corporate America's answer to that question during this Sunday's Super Bowl broadcast, when they display the results of their collective brain power and combined investment of more than \$200 million (the most expensive real estate on TV).

For many of those advertisers, the viewer behavior desired will be transparent and really quite simple:

1. Watch, enjoy, and remember the commercial;
2. Write about, talk about, tweet, and otherwise spread the commercial; and, eventually
3. Consume their stuff.

Most commercials will probably be about nothing. There won't be a compelling reason to consume their stuff weaved into the ads, since their stuff is pretty much the



same stuff as their competitors' stuff; think beverages, salty snacks, and candy bars. Their solution: Get you to like and remember their brands, so when you walk through the store you'll (hopefully) reach out and grab a few.

Some advertisers will take a more subtle approach to the aforementioned strategy by acting as corporate sponsors of various portions of the game; \$500k coin toss anyone? Others will employ a more experiential, sampling strategy; for example the network (NBC) and various movie studios will broadcast clips and trailers to whet viewers appetites for their upcoming shows.

Some, most notably automakers, will likely try to wow viewers with artsy displays of their new products, while others will use celebrities, babies, and animals to grab viewer's attention while casually highlighting their products' positive attributes (dot coms readily come to mind).

[http://www.acleareye.com/sandbox\\_wisdom/2012/01/whats-the-purpose-of-advertising.html](http://www.acleareye.com/sandbox_wisdom/2012/01/whats-the-purpose-of-advertising.html)

## **(II)**

It's an oversimplification to say that the purpose of advertising is to sell a product. This is certainly true but there are other applications, depending on who the client or sponsor is. Political parties advertise, as do special interest groups, religious organizations, government agencies, health care organizations and charities. The function of some forms of advertising may be solely to inform, to raise awareness. People can't make informed choices if they're not aware of the options available to them. They can't utilize resources that they don't know exist. Public service announcements, for example, are a form of advertising. Commercial advertising works to inform as well; "branding" strategy in advertising attempts to create a positive impression by associating particular qualities with a product. Carefully calculated language and images are used to stress a product's desirable qualities as a means of influencing consumer choice; effective advertising persuades. Reiteration is used as a means of promoting product recognition. Through repetition, a product becomes established in the minds of the targeted audience. Most people need to hear information more than once before they retain it, so reinforcing the message becomes another reason to advertise. Emphasizing the strong points of a product or service through advertising benefits a sponsor in another way; it creates a better appreciation for the product, thus creating added value for the brand. Educating consumers through advertising creates an easier selling climate for the sponsor because customers are already familiar with the product. It's easy to get tired of all the advertising, because we're so media-saturated every day. We already had television, radio, newspapers, magazines, outdoor signage and direct mail. Now in addition we have websites and text messaging. You have to filter some of it out just to function but it does serve a purpose for both consumers and providers. It would be a very different, probably narrower world without advertising.

So, The advertising has following purposes:

- To attract new buyers and try to expand customer base
- To increase the sale of a particular product.
- To compete in the market.
- To create an organization's recognition among consumers (to create and maintain a brand identity or brand image).
- To promote subsidiary or products manufactured by the same company.
- To bring into notice the changes, special offers or current developments of the interest of the consumers (to communicate a change in the existing product line to introduce a new product or service).
- To carry out public relations and public service program.
- To increase the buzz-value of the brand or the company.

### (III)

#### **Following are the main purposes of Advertising.**

**Giving Information:** The first and the most important purpose of advertisement are to inform the public about the availability of new product, service or an idea that is being sold in the market. This is aimed for creating a demand for new product and the new product has to be known to public.

**To Persuade:** Advertisement not only informs but also serves to influence the public to buy the product or services. For example a company seeks to induce the public to buy its particular brand of soap in preference to others.

**To Remind:** Advertisement also serves to remind consumers of existing products, that the product may be needed in future and where to buy the product. It is necessary for the advertiser to constantly draw the attention of consumer to his product and away from other competitive brands, which may be heavily advertised.



<http://www.blurtit.com/q863338.html>

#### **b) Discuss which text gives more reliable information.**

**c1) Watch the video file 'Admongo – What is the purpose of the ad' on the youtube. What ideas does it add to the ones described above?**

<http://www.youtube.com/watch?v=fDYEmw7JVTo>



**c2) Imagine you are a professional advertiser & you are delivering a lecture on what the purpose of advertising is. Give a 2-minute talk.**

**d) Your vocabulary bank. Think up exercises & fun activities to practice using the following vocabulary units in their contexts**

1. affect view's behavior	9. highlight the product positive attributes	16. celebrity
2. transparent	10. to stress the products desirable qualities	17. Be established in the minds of the targeted audience
3. consume the products	11. carefully calculated language & image	18. Reinforce the message
4. be /have a compelling reason to consume the stuff	12. Influence consumer choice	19. Emphasize the strong points
5. take a more subtle approach	13. Reiteration	20. eventually
6. will toss anyone / toss smb	14. Be targeted to	21. Be media-saturated every day
7. to whet viewer's appetite for	15. Be intended to do	22. Outdoor signage
8. to wow viewers with artsy display of the products		

**d1) Restore the contexts where these words & phrases were used. Can you make up another context with the vocabulary.**

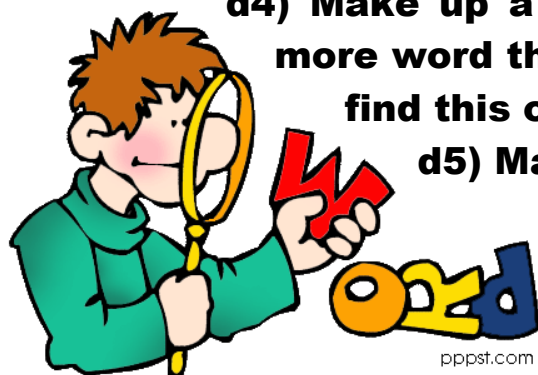
**d2) Explain the meaning of the words & phrases & make the other students guess the word.**

**d3) Make up a definition exercise**

**d4) Make up a row of words having one function & one more word that is odd. Make the students in your group find this odd word out.**

**d5) Make synonyms & antonyms rows of words.**

**D6) Think up sentences in Russian & get other student to translate them**



**1.2. Different Types of Advertising Methods**  
Below are the types of advertising match the headlines with the passages.





**Online Advertising   Print Advertising   Covert Advertising  
Cell Phone & Mobile Advertising   Broadcast Advertising  
Outdoor Advertising \_**

By Paul Suggett, About.com Guide

*Image courtesy of Engin Erdogan*

Advertising has evolved into a vastly complex form of communication, with literally thousands of different ways for a business to get a message to the consumer. It could be said that cave paintings in some way represented the first forms of advertising, although the earliest recognized version of what we know as advertising was done on papyrus by the Egyptians. And in Pompeii, the ruins suggest that advertising was commonplace.

(1) .....

If an advertisement is printed on paper, be it newspapers, magazines, newsletters, booklets, flyers, direct mail, or anything else that would be considered a portable printed medium, then it comes under the banner of print advertising.

(2) .....

**(Television, Radio and the Internet)**

A mass-market form of communication including television and radio, broadcast advertising has, until recently, been the most dominant way to reach a large number of consumers.

Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcast. The radio might have lost its charm owing to the new age media however the radio remains to be the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles.



(3) .....

If you see an advertisement via the Internet (World Wide Web), then it is classified as online advertising. In fact, there are ads on this very page, and most other websites

you visit, as they are the primary revenue driver for the Internet. Learn more about this vital part of the Internet.

(4).....

### **(Billboards, Kiosks, Tradeshows and Events)**

Also known as out-of-home (OOH) advertising, this is a broad term that describes any type of advertising that reaches the consumer when he or she is outside of the home.

The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular however has to be really terse and catchy in order to grab the attention of the passers by. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring them makes for an excellent advertising opportunity.

The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.



(5).....

### **Advertising in Movies (=Product Placement Advertising)**

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly( or sometimes evidently) showcased in the entertainment show.

Some of the famous examples for this sort of advertising have to be the appearance of brand *Nokia* which is displayed on Tom Cruise's phone in the movie *Minority Report*, or the use of *Cadillac* cars in the movie *Matrix Reloaded*.

