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A amazing
D delightful
V vivid
E easy
R real
T truthful
I interesting
S successful
I informative
N new
G global

Навчальний посібник

Міністерство освіти і науки України
Державний заклад
«Луганський національний університет
імені Тараса Шевченка»

*Н. І. Романовська,
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English for Advertisers

*Навчальний посібник для студентів
вищих навчальних закладів*

Луганськ
ДЗ «ЛНУ імені Тараса Шевченка»
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Р69

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Р69

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Навчальний посібник містить автентичні тести, а також розроблені до них лексико-граматичні вправи, спрямовані на вдосконалення вмінь та навичок читання й перекладу текстів за фахом та розширення фахової лексики з метою вдосконалення комунікативних умінь студентів. Пропонований матеріал та завдання активізують пізнавальну та творчу діяльність студентів, спонукають їх до участі в дискусіях, форумах, проектних роботах.

Адресовано студентам I - II курсів спеціальності «Реклама та зв'язки з громадськістю» вищих навчальних закладів.

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Передмова

Запропонований навчальний посібник орієнтований на студентів I – II курсів спеціальності “Реклама та зв’язки з громадськістю”.

Метою навчального посібника є організація навчальної діяльності студентів з предмету “Англійська мова за професійним спрямуванням” як на аудиторних заняттях, так і під час самостійної роботи. Особлива увага приділяється навчанню усного монологічного та діалогічного мовлення в межах указаних тем; розвитку навичок читання, перекладу та розумінню текстів публіцистичного та науково-популярного характеру, а також текстів, пов’язаних з проблематикою майбутньої спеціальності; збагаченню та засвоєнню лексичного запасу за фахом; формуванню творчого мислення.

Посібник розроблено з урахуванням кредитно-модульної системи. Весь матеріал, розміщений у даному посібнику, розподіляється на 4 модулі, які містять 14 юнітів. Кожен юніт містить: тексти із завданням на перевірку розуміння прочитаного, комунікативні завдання, лексико-граматичні вправи, вправи на переклад, вправи творчого характеру, вправи для розвитку усного та письмового мовлення. Крім 4 модулів у посібник включено словник, додаткові тексти для індивідуального читання та проектні завдання.

При складанні посібника автори покладались на головні методичні принципи інтенсивного навчання, які містяться у працях зарубіжних та вітчизняних авторів, та сучасні інноваційні методики навчання іноземних мов.

Автори сподіваються, що дане навчальне видання буде корисним у процесі подальшого вивчення англійської мови.

MODULE 1

UNIT I

HISTORICAL MILESTONES IN ADVERTISING

"You can tell the ideals of a nation by its advertisements."

(Norman Douglas, South Wind)

COMMUNICATION: Arresting someone's attention.

GRAMMAR THE - main uses. Tenses negative. Present Simple. Present Progressive.

READING: Advertising in Bygone Days.

WRITING: Reports about the history of advertising.

DRINK *Coca-Cola*

At all Soda Founts 5¢
and
Carbonated in Bottles

THE IDEAL BEVERAGE
FOR DISCRIMINATING
PEOPLE

IT CLEANLY ADDS TO THE PLEASURE OF DRIVING
OR A TRIP BY DISCOMFORTING AND REFRESHING
THE ENGINEER.

IT IS A CHARMING
HEALTHFUL DRINK
THE MOST REFRESHING
DRINK IN THE WORLD.

WARM-UP

ARRESTING SOMEONE'S ATTENTION

Excuse me, (please).	Даруйте, будь ласка.
Pardon me.	Даруйте.
Sorry to... (interrupt, interfere, etc.) but...	Вибачте за (перебивання, втручання), але...
Look (here!)	Послухайте!
I say... (Say...)	Послухайте
Just a minute!	Хвилиночку!
Hi!	Можна вас на хвилиночку.
Hey!	Почекайте.
POSSIBLE REPLIES	
Yes?	Так.
Well?	Що?
What is it?	Що сталося?
What can I do for you?	Чим можу вам допомогти?
What do you want?	Що вам потрібно?

Use appropriate formulas of address and replies to them in the following situations.

- 1) Hailing a porter at the railway station.
- 2) Asking a station-master about the train time.
- 3) You have been waiting too long at a restaurant; you want to attract the waiter's attention.
- 4) An elderly person is passing by. You want to ask him something.
- 5) Trying to stop a friend hurrying past you.

READING

Vocabulary:

bygone – минуле
bygone days – минулі дні
advertising – реклама
depend on – залежати від
doubt – сумнів
merchant – торговець, купець
wares – вироби
existence – існування
immemorial – незапам'ятний
oral skills – усні навички
medium – засіб, носій
crier – глашатай
hawker – лоточник, торговець
Phoenician – фінікієць
refined over the centuries – виробленого віками
goam – блукати
make pleas – зробити заклики, рекламувати
dairy – молочарня
decline in importance – зниження значення
relic – слід, залишок, пережиток
craft – ремесло
forerunner – передвісник
brand name – марка

ADVERTISING IN BYGONE DAYS

1. Ancient advertising. Just when advertising began depends on how one wishes to define the term. In this *History of Advertising*, published in 1875, Henry Sampson says of the beginning of advertising:

...There is little doubt that the desire among tradesmen and merchants to make good their wares has had an existence almost as long as the customs of buying and selling, and it is but natural to

suppose that advertisements in some shape or form have existed not only time immemorial, but almost for all time.

Because oral skills developed before reading and writing did, it is only natural that the earliest advertising medium was the spoken word. There is evidence that criers and hawkers were shouting their wares as far back as the days of the early Greeks, Romans and Phoenicians. This primitive advertising refined over the centuries, has carried down to the present day. Although hawkers do not often roam the streets with their cries, they have entered the home to make their pleas on radio and television.

2. Before long competition and the need for identification necessitated signs. Signs used for identifying shops, with such appropriate illustrations as a goat (for a dairy) or a mule driving a mill (for a baker), were unearthed in the ruins of Pompeii. (At the door of a schoolmaster there was a sign depicting a boy receiving a whipping!) There is also evidence of announcements painted on walls during this period. These included notices for theatrical performances, sports and gladiatorial exhibitions, advertisements for houses for rent, and appeals to tourists to visit local taverns. Perhaps the first written advertisement, however, was this three-thousand-year-old one inscribed on papyrus and found by an archaeologist in the ruins of Thebes:

The man-slave, Shem, having run away from his good master, Hapu the Weaver, all good citizens of Thebes are enjoined to help return him. He is Hittite, 5.2 tall, of ruddy complexion and brown eyes. For news of his whereabouts, half a gold coin is offered. And for his return to the shop of Hapu the Weaver, where the best cloth is woven to your desires, a whole gold coin is offered.

There is no doubt that advertising flourished in this period, but with the fall of the Roman Empire and the onset of the Dark Ages, advertising temporarily declined in importance to Western civilization.

3. Early English advertising. Perhaps the oldest relic of advertising among English-speaking people is family names referring to the various specialized crafts. The earliest of these designations was Smith. Names like Miller, Weaver, Wright, Tailor and Carpenter were the earliest means of product identification – the forerunner of the brand name so essential to modern advertising.

4. Beginning of printed advertisements. One of the most significant events in the development of the advertising was the invention of the system of casting movable type by the German, Johann Gutenberg in 1438. Paper had been invented more than a thousand years earlier by the Chinese and was introduced to Europe by the Turks in the twelfth century. Now all the necessary components were available for mass printing. At the same time, literacy was increasing. William Caxton, an early English printer, made advertising history 1478 when he printed a handbill now regarded as the first known *printed* English advertisement. It advertised a book he had printed, the Salisburi Pye, rules for the clergy at Easter. The advertisement read:

If it please ony man spirituel or temporal to bye ony pyes of two and thre comemoracions of Salisburi use enpryntid after the forme of this present letter whiche ben wel and truly correct, late hym come to Westmonester in to the almonestrye at the reed pale and he shal have them good chepe.

Supplico stet cedula.

The Latin phrase at the end translates, "Let this notice stand".

1. Find the English equivalents in the text. Use them in the sentences of your own.

Дати визначення терміну; незапам'ятні часи; отримати прочуханку; друкована реклама; значимі події; необхідні компоненти; процвітали; конкуренція.

2. Find in the text the words which describe or mean the following.

1) a notice, such as a poster or a paid announcement in the print, broadcast, or electronic media, designed to attract public attention –

2) originating in the distant past; ancient –

3) to move about without purpose or plan; wander –

4) something that has survived from the past, such as an object or custom –

5) the fact or state of continued being; life –

6) one whose occupation is the wholesale purchase and retail sale of goods for profit –

3. Translate the following words and word-combinations into Ukrainian.

Handbill; was introduced to Europe by Turks; was available for mass printing; literacy; specialized crafts; clergy; the forerunner of the brand name; regard; Dark Ages; temporarily; means of identification; whereabouts; brand name; whipping; complexion; essential.

4. Match the words, some of them can be used more than once.

printed	pleas
significant	kills
make	Ages
dark	people
gladiatorial	advertisements
oral	days
English-speaking	events
bygone	exhibitions

5. Match the words which are close in the meaning.

existence	shopkeeper
roam	society
civilization	discovery
merchant	actuality
invention	wander

6. Match the words having the opposite meaning.

flourish	young
ruins	federal
doubt	building
local	confidence
ancient	decline

7. Complete the sentences with the following words: paper, written advertisement, the forerunner, illustrations, the spoken word.

1) Perhaps the first _____, however, was this three-thousand-year-old one inscribed on papyrus.

2) Signs used for identifying shops, with such appropriate _____ as a goat (for a dairy) or a mule driving a mill (for a baker), were unearthed in the ruins of Pompeii.

3) _____ had been invented more than a thousand years earlier by the Chinese.

4) Because oral skills developed before reading and writing did, it is only natural that the earliest advertising medium was _____.

5) Names like Miller, Weaver, Wright, Tailor and Carpenter were the earliest means of product identification – _____ of the brand name so essential to modern advertising.

8. Answer the following questions:

- 1) When did the advertising begin?
- 2) How did the earliest advertising take place?
- 3) What did a goat signify?
- 4) What can be found on some ancient walls?
- 5) What were early advertisements about?
- 6) How old is the first written advertisement?
- 7) Where was it found? What was it about?
- 8) What was the early English advertising?
- 9) Who invented paper and when?
- 10) Why is William Caxton famous?

9. Translate the following sentences in English.

1) Тест використовує мову з життєвих ситуацій та охоплює всі види мовленнєвих навичок: читання, сприймання на слух, письмові та усні навички.

2) Вибір Президента держави має залежати від волі українців.

3) Мова, яка нині називається українською, розвивалася на цій землі з незапам'ятних часів.

4) Реклама не повинна спонукати до дій, що порушують законодавство.

5) Не допускається реклама товарів, заборонених до виробництва і реалізації.

6) Це був лише передвісник майбутніх великих потрясінь.

7) Ніяких значимих подій для нього в минулому році не відбулося.

8) Робота виконана грамотно у мовному відношенні та містить всі необхідні компоненти.

WRITING

a) Multiple Choice Exercise for Phrasal Verbs.

1) Has the advertising agency _____ the new promotional material yet? I need it by this afternoon.

a) dropped off

b) dropped in

c) dropped out

d) dropped by

2) We need to _____ the price of the product, which is relatively high, and focus on its quality as a selling point.

a) back down

b) break down

c) play down

d) settle down

3) This poster is horrible and can't be used. The colors and images are all wrong. We will have to _____ .

a) do it over

b) even it out

c) do it in

d) put it down

4) We're going to have to _____ the advertising campaign if we can't get any TV or radio time.

- a) call on
- b) call off
- c) drop off
- d) drop out

5) I like that magazine, but I think we should _____ advertising in it until its circulation has increased.

- a) put out
- b) put back
- c) put away
- d) put off

b) Find more information about the history of advertising. Make written reports up to this topic.

**GRAMMAR: THE – MAIN USES. TENSES
NEGATIVE. PRESENT SIMPLE. PRESENT
PROGRESSIVE**

1. Use one of the following verbs to complete these sentences. Sometimes you need the negative: believe eat flow go grow make rise tell translate

1. The earth goes round the sun.
2. Rice doesn't grow in Britain.
3. The sun --- in the east.
4. Bees --- honey.
5. Vegetarians --- meat.
6. An atheist --- in God.
7. An interpreter --- from one language into another.
8. A liar is someone who --- the truth.
9. The River Amazon --- into the Atlantic Ocean.

2. Are the underlined verbs right or wrong? Correct the verbs that are wrong.

1. Water boils at 100 degrees Celsius. RIGHT

2. The water boils. Can you turn it off? WRONG: is boiling
3. Look! That man tries to open the door of your car.
4. Can you hear those people? What do they talk about?
5. The moon goes round the earth.
6. I must go now. It gets late.
7. I usually go to work by car.
8. 'Hurry up! It's time to leave.' 'OK, I come'.
9. I hear you've got a new job. How do you get on?

3. *Put the verb in the correct form, present continuous or present simple.*

1. Let's go out. It isn't raining (not/rain) now.
2. Julia is very good at languages. She speaks (speak) four languages very well.
3. Hurry up! Everybody --- (wait) for you.
4. '--- (you/listen) to the radio?' 'No, you can turn it off'. –
5. '--- (you/listen) to the radio every day?' 'No, just occasionally'.
6. The River Nile --- (flow) into the Mediterranean.
7. Look at the river. It --- (flow) very fast today.
8. We usually --- (grow) vegetables in our garden but this year we --- (not/grow) any.
9. 'How is your English?' 'Not bad. It --- (improve) slowly'.
10. Ron is in London at the moment. He --- (stay) at the Park Hotel. He --- (always/stay) there when he's in London.

4. *Choose the correct form, with or without the.*

1. I'm afraid of _dogs/the dogs._ ('dogs' is correct)
2. Can you pass _salt/the salt_, please? ('the salt' is correct)
3. _Apples/The apples_ are good for you.
4. Look at _apples/the apples_ on that tree! They're very big.
5. _Women/The women_ live longer than men/the men.
6. I don't drink _tea/the tea._ I don't like it'
7. We had a very nice meal. _Vegetables/The vegetables_ were especially good.
8. _Life/The life_ is strange sometimes. Some very strange things happen.

9. I like skiing/the skiing but I'm not very good at it.
10. Who are people/the people in this photograph?
11. What makes people/the people violent? What causes aggression/the aggression?
12. All books/All the books on the top shelf belong to me.
13. Don't stay in that hotel. It's very noisy and beds/the beds are very uncomfortable.
14. A pacifist is somebody who is against war/the war.
15. First World War/The First World War lasted from 1914 until 1918.

5. *Role-play the following conversations. Make up your own dialogues on analogy.*

Can you help me?

Thomas is a student. He's staying with the Taylors, an English family.

Thomas: Hello, Mrs Taylor. Can you help me? I'm doing my homework and I can't understand this word.

Mrs Taylor: Which one? Oh ... that's difficult. I can't help you now...I'm watching something....

Thomas: Oh? What are you watching?

Mrs Taylor: I'm watching a cowboy film.

Thomas: Can Mr Taylor help me?

Mrs Taylor: No, he can't now, Thomas. He's reading.

Thomas: What's he reading?

Mrs Taylor: He's reading a magazine.

Thomas: What about Kate?

Mrs Taylor: Oh, she can't help you now ... she's phoning someone.

Thomas: Oh? Who's she phoning? Mrs Taylor: She's phoning her boyfriend ... you're asking a lot of questions tonight, Thomas!

Thomas: Am I? ... Well, I'm practicing my English!

UNIT II

ADVERTISEMENT AS A SERVICE

"Advertising is the greatest art form of the twentieth century."

(Marshall McLuhan, 1911-1980)

COMMUNICATION: Greetings and words of parting.

GRAMMAR: Questions.

READING: What is Advertising?

WRITING: Own definition of the word "advertising"; comments on the statement.



WARM-UP

GREETINGS AND WORDS OF PARTING

Good morning (afternoon, evening)!	Доброго ранку (добридень, добрий вечір)!
Goodbye!	До побачення!
Bye-bye!	Прощавайте!
What's up? (very informal)	Що трапилось?
See you soon!	До наступної зустрічі!
See you later!	Побачимося пізніше!
See you tomorrow!	До завтра!
I hope we'll see some more of you!	Сподіваюся, що ми побачимося ще раз!
Good night!	На добраніч!
Give my kind regards to...	Передайте привіт ...
Give my love to...	Передайте мої побажання ...

1) *Make up very short dialogues containing the expressions above.*

2) *Act the following dialogue and complete it with words of greetings and parting.*

Peter: It's a pleasure. This is a great party!

Jane: Yes, it is. Where are you from?

Peter: I'm from Amsterdam.

Jane: Amsterdam? Really, are you German?

Peter: NO, I'm not German. I'm Dutch.

Jane: Oh, you're Dutch. Sorry about that.

Peter: That's OK. Where are you from?

Jane: I'm from London, but I'm not British.

Peter: No, what are you?

Jane: Well, my parents were Spanish, so I'm Spanish, too.

Peter: That's very interesting. Spain is a beautiful country.

Jane: Thank you. It is a wonderful place.

READING

Vocabulary:

outlet – вихід

circumstance – обставина, умова

message placement – розміщення повідомлень

reach – досягати, доходити, впливати

mass promotion approach – масовий підхід заохочення

target market – цільовий ринок

inefficient – неефективно

funds – кошти

enable – дозволяти

to click a button – натиснути кнопку

evolve – розвиватися

purchase – купувати, здобути

WHAT IS ADVERTISING?

Advertising is a non-personal form of promotion that is delivered through selected media outlets that, under most circumstances, require the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. However, this is changing as new for targeted advertising.

Advertising also has a history of being considered a one-way form of marketing communication where advertising technologies and the emergence of new media outlets offer more options the message receiver (i.e., target market) is not in position to immediately respond to the message (e.g., seek more information). This too is changing. For example, in the next few years technologies will be readily available to enable a television viewer to click a button to request more details on a product seen on their favourite TV program. In fact, it is expected that over the next 10-20 years advertising will

move away from a one-way communication model and become one that is highly interactive.

Another characteristic that may change as advertising evolves is the view that advertising does not stimulate immediate demand for the product advertised. That is, customers cannot quickly purchase a product they see advertised. But as more media outlets allow customers to interact with the messages being delivered the ability of advertising to quickly stimulate demand will improve.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Одне повідомлення; при обставинах; телеглядач; форма заохочення; очікується; улюблена телепередача; справді; доступний.

2. Find in the text the words which describe or mean the following.

- 1) a commercial market for goods or services –
- 2) the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely –
- 3) to succeed in getting in contact with or communicating with –
- 4) a specific group of consumers at which a company aims its products and services –
- 5) one that buys goods or services –
- 6) to develop or achieve gradually –

3. Translate the following words and word-combinations into Ukrainian.

A non-personal form of promotion; message placement; promotional funds; message receiver; to be available; a television viewer; a one-way communication model; highly interactive; immediate demand; media outlets; highly interactive.

4. Match the words, some of them can be used more than once.

one-way	market
seek	placement
purchase	outlets
mass promotion	viewer
media	communication
message	a product
target	approach
television	information

5. Match the words which are close in the meaning.

evolve	conversation
favourite	ineffective
inefficient	case
circumstance	develop
communication	popular

6. Match the words having the opposite meaning.

emergence	worsen
offer	slowly
seek	withdraw
immediately	find
improve	decline

7. Complete the sentences with the following words: a non-personal, marketing, move away, advertising, new media outlets.

1) Advertising also has a history of being considered a one-way form of _____ communication.

2) New advertising technologies and the emergence of _____ offer more options for targeted advertising.

3) _____ has long been viewed as a method of mass promotion.

4) Advertising is _____ form of promotion that is delivered through selected media outlets.

5) It is expected that over the next 10-20 years advertising will _____ from a one-way communication model.

8. *Answer the following questions:*

- 1) What is advertising?
- 2) What is expected over the next 10-20 years?
- 3) Advertising does not stimulate immediate demand for the product advertised, does it?
- 4) How do you understand the term “the target market”?
- 5) What do the new advertising technologies offer?
- 6) Has advertising long been viewed as a method of mass promotion?
- 7) What are the characteristics of advertising?
- 8) How do you understand the word combination “highly interactive”?

9. *Translate the following sentences in English.*

- 1) Телеглядачі перемикають канали, коли натрапляють на нецікаві новини.
- 2) Немає нічого неможливого, головне – ставити цілі й досягати їх.
- 3) Цільовий ринок – це найбільш вигідна для підприємства група сегментів ринку.
- 4) Головними об’єктами ринкових досліджень є споживачі, конкуренти; товар.
- 5) У сучасній Україні три мови потребують особливого підходу та особливого статусу: українська, російська та англійська.
- 6) Не можна дозволяти дітям без нагляду користуватися цим обладнанням.
- 7) При таких обставинах, зрозуміло, неможливо стверджувати, що вони були тут.
- 8) У північних та західних областях України очікується дощова погода.

WRITING

a) *Sum up the main idea of the text. Write down only in three sentences.*

b) *Try to give your own definition of the word “advertising”.*

c) *Comment on the following statement in written form (about 50 words):*

When the historian of the Twentieth Century shall have finished his narrative, and comes searching for the subtitle which shall best express the spirit of the period, we think it not at all unlikely that he may select “The Age of Advertising” for the purpose (Printers’ Ink, 27 May 1915).

GRAMMAR: QUESTIONS

1. *Ask Liz questions. (Look at her answers before you write the questions.)*

1. (where/from?) Where are you from?

_ From London originally. _

2. (where/live/now?) Where ---

In Manchester.

3. (married?) ---

Yes.

4. (how long/married?) ---

12 years.

5. (children?) ---

Yes, three boys.

6. (how old/they?) ---

4, 7 and 9.

7. (what/husband/do?) ---

He’s a policeman.

8. (he/enjoy his job?) ---

Yes, very much.

9. (arrest anyone yesterday?) ---

I don't know.

10. (how often/go/on holiday?) ---

Usually once a year.

11. (where/next year?) ---

We don't know yet.

2. Make questions with who or what.

1. Somebody hit me.

Who hit you?

2. I hit somebody.

Who did you hit?

3. Somebody gave me the key.

Who ---

4. Something happened.

What ---

5. Diane told me something.

6. This book belongs to somebody.

7. Somebody lives in that house.

8 I fell over something.

9. Something fell on the floor.

10. This word means something.

11. I borrowed the money from somebody.

12. I'm worried about something.

3. Put the words in brackets in the correct order. All the sentences are questions.

1. (when/was/built/this house) _When was this house built?_

2. (how/cheese/is/made)
3. (when/invented /the computer/was)
4. (why/Sue/working/ isn't/today)
5. (what time/coming/your friends/are)
6. (why/was/cancelled/the concert)
7. (where/your mother/was/born)
8. (why/you/to the party/didn't/come)
9. (how/the accident/did/happen)
10. (why/this machine/doesn't/work)

4. *Match the questions and answers.*

1. What's the longest word in the dictionary?
 2. Where does Thursday come before Friday?
 3. Which is easier to spell, seventeen or eighteen?
 4. What begins with "t", ends with "t", and has "t" in it?
 5. Why is an island like the letter "t"?
 6. How should you dress on a cold day?
 7. Why is the letter "e" lazy?
 8. Why is there plenty of food in the desert?
- a) Because of all the sandwiches (sand which is) there.
 - b) In a dictionary.
 - c) A teapot.
 - d) Because it's always in bed.
 - e) Smiles – because it's a mile from beginning to end.
 - f) Seventeen because it's spelt with more ease, (more "e" s)
 - g) Because it's in the middle of water,
 - h) As quickly as possible.

UNIT III

TYPES OF ADVERTISING

*"Never write an advertisement which you wouldn't want your family to read.
You wouldn't tell lies to your own wife. Don't tell them to mine "*
(David Ogilvy)

COMMUNICATION: Congratulations and Wishes.

GRAMMAR: Simple Past. Past Progressive. Present Perfect.

READING: Different types of advertising.

WRITING: Comments on the statement; making up the plan to the text; finding the "key sentences" in the text.

Print Advertisement

Outdoor
Advertisement

Broadcast
Advertisement

WARM-UP

CONGRATULATIONS AND WISHES

Congratulations!	Мої привітання!
My (heartiest, best) congratulations to you on...	Щиро вітаю вас зі святом!
Many happy returns (of the day)!	Вітаю з Днем народження!
Best wishes for...	Найкращі побажання до...
(My) best wishes to you!	(Мої) найкращі вітання тобі!
May all your dreams come true!	Бажаю, щоб усі ваші мрії збулись!
I wish you a speedy (full) recovery.	Бажаю вам швидкого (повного) одужання.
I wish you luck.	Я тобі бажаю успіху!
Good luck!	Бажаю успіху!
All the best!	Всього найкращого!
A very enjoyable holiday to you!	Бажаю весело провести свято!
Enjoy yourself!	Бажаю повеселитися!
Have fun!	Бажаю повеселитися!
Have a good time!	Бажаю добре провести час!

- 1) *Make up very short dialogues containing the expressions above.*
- 2) *Act the following dialogue.*

- Hello, glad to see you!
- Hello, so am I.
- Today's your birthday, isn't it?
- That's right. It's kind of you to remember.
- Well, many happy returns of the day. Here's a present for you.
- Oh, thank you. What beautiful flowers! I don't know how to thank you.

READING

Vocabulary:

branches of advertising – філії реклами

in addition to – на додаток до

advertising space – рекламне місце

readership – коло читачів, аудиторія

supplement – додаток, допоміжний засіб, доповнення

attract the customers – залучення клієнтів

catchy – помітний, привабливий, яскравий

grab the attention of the passersby – для привернення уваги перехожих

sports utilities – спортивне обладнання

time of broadcast – час повідомлення, час новин

lose the charm – втратити чарівність

small-scale advertisers – дрібні рекламодавці

subtle device – хитромудрий прилад

surrogate advertising – сурогатна реклама

banned by law – заборонено законом

injurious – шкідливий, образливий

hence – отже, з того часу

to convey – повідомляти, передавати

social welfare causes – соціальні причини добробуту

political integrity – політична недоторканність

deforestation – знищення лісонасаджень

illiteracy – безграмотність

poverty – бідність

commercial purposes – комерційні цілі

exaggerated claims – завищені вимоги

DIFFERENT TYPES OF ADVERTISING

There exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. Mentioned below are the various *categories or types of advertising*:

Print Advertising – Newspapers, Magazines, Brochures, Fliers

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance an advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The price of print ads also depends on the supplement in which they appear, for example an advertisement in the glossy supplement costs way higher than that in the newspaper.

Outdoor Advertising – Billboards, Kiosks, Tradeshows and Events

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. 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 catchy in order to grab the attention of the passersby. 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.

Broadcast advertising – Television, Radio and the Internet

Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. 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 broadcasted. 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.

Covert Advertising – Advertising in Movies

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*.

Surrogate Advertising – Advertising Indirectly

Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand.

Public Service Advertising – Advertising for Social Causes

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey

socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Ogilvy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Ogilvy once said, “*Advertising justifies its existence when used in the public interest – it is much too powerful a tool to use solely for commercial purposes*”. Today public service advertising has been increasingly used in a non-commercial fashion in several countries across the world in order to promote various social causes.

Celebrity Advertising

Although the audience is getting smarter and smarter and the modern day consumer getting immune to the exaggerated claims made in a majority of advertisements, there exist a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Продати рекламне місце; загальноприйнята практика; наприклад; сприяти; більшість оголошень; для просування продукції компанії; заборонено законом; шкідливо для здоров'я; перебільшені; знаменитості.

2. Find in the text the words which describe or mean the following.

- 1) attractive or appealing; easily remembered –
- 2) the condition of being unable to read and write –
- 3) the readers of a publication considered as a group –

4) the state of being poor; lack of the means of providing material needs or comforts –

5) to communicate or make known; impart –

6) someone whose business is advertising –

3. Translate the following words and word-combinations into Ukrainian.

Outdoor advertising; political integrity; particular product; famous examples; advertising campaigns; injurious to health; the pioneer of advertising; surrogate advertising; prime time; prohibited by law; several branches; social causes.

4. Match the words, some of them can be used more than once.

small-scale	advertising
exaggerated	time
peak	tournament
broadcast	space
public	fairs
advertising	claims
sports	advertisers
trade	service

5. Match the words which are close in the meaning.

celebrity	act
purpose	area
field	attraction
event	star
charm	ambition

6. Match the words having the opposite meaning.

entertainment	unknown
poverty	permit
famous	wealth

injurious	boredom
prohibit	beneficial

7. Complete the sentences with the following words: celebrities, injurious, appear, small-scale advertisers, banned by law, catchy.

- 1) The price of print ads also depends on the supplement in which they _____.
- 2) Surrogate advertising is prominently seen in cases where advertising a particular product is _____.
- 3) Using _____ for advertising involves signing up _____ for advertising campaigns.
- 4) Advertisement for products like cigarettes or alcohol which are _____ to health are prohibited by law.
- 5) The billboard advertising is very popular however has to be really _____ in order to grab the attention of the passersby.
- 6) The radio remains to be the choice of _____.

8. Answer the following questions:

- 1) What are the main types of advertising?
- 2) What other options does the print advertising offer?
- 3) Name the most important matters of the public service advertising.
- 4) The price of print ads also depends on the supplement in which they appear, doesn't it?
- 5) Who is David Ogilvy?
- 6) Where can we see the surrogate advertising?
- 7) Give the famous examples of covert advertising.
- 8) Is the billboard advertising popular?

9. Translate the following sentences in English.

1) Приватні особи й багато дрібних рекламодавців купують час або місце в засобах масової інформації, не звертаючись до рекламних агентств.

- 2) Не можуть бути спонсорами особи, що виробляють чи розповсюджують товари, реклама яких заборонена законом.
- 3) Паління шкідливе для вашого здоров'я.
- 4) Спонсорство програм і новин забороняється.
- 5) Реклама повинна розміщуватися у перервах між програмами.
- 6) Перехожі звертали увагу на акцію, однак ніхто до неї не приєднався.
- 7) Продам земельну ділянку під комерційні цілі.
- 8) Якщо Ви плануєте залучати клієнтів через свій сайт, то спочатку Вам його необхідно зареєструвати.

WRITING

a) Comment on the following statement using the active vocabulary of the lesson in written form (about 50 words):

The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague (Bill Cosby).

b) Make up the plan to the text.

c) Find 3-5 sentences in the text which you can call "key sentences".

GRAMMAR: SIMPLE PAST. PAST PROGRESSIVE. PRESENT PERFECT

1. Read what Sharon says about a typical working day:

SHARON

I usually get up at 7 o'clock and have a big breakfast. I walk to work, which takes me about half an hour. I start work at 8.45. I never have lunch. I finish work at 5 o'clock. I'm always tired when I get home. I usually cook a meal in the evening. I don't usually go out. I go to bed at about 11 o'clock. I always sleep well.

Yesterday was a typical working day for Sharon. Write she did or didn't do yesterday.

1. She got up at 7 o'clock.
2. She --- a big breakfast.
3. She ---.
4. It --- to get to work.
5. --- at 8.45.
6. --- lunch.
7. --- at 5 o'clock.
8. --- tired when --- home.
9. --- a meal yesterday evening.
10. --- out yesterday evening.
11. --- at 11 o'clock.
12. --- well last night.

2. *Put one of these verbs in each sentence:*

buy catch cost drink fall hurt sell spend teach throw win write

1. Mozart wrote more than 600 pieces of music.
2. 'How did you learn to drive?' 'My father --- me'.
3. We couldn't afford to keep our car, so we --- it.
4. I was very thirsty. I --- the water very quickly.
5. Paul and I played tennis yesterday. He's much better than me, so he --- easily.
6. Don --- down the stairs this morning and --- his leg.
7. Jim --- the ball to Sue, who --- it.
8. Ann --- a lot of money yesterday. She --- a dress which --- 1100.

3. *A friend has just come back from holiday. You ask him about it. Write your questions.*

1. (where/go?) Where did you go?
2. (go alone?) ---
3. (food/good?) ---

4. (how long/stay there?) ---
5. (stay/at a hotel?) ---
6. (how/travel?) ---
7. (the weather/fine?) ---
8. (what/do in the evenings?) ---

4. *Use your own ideas to complete these sentences. Use the Past Progressive.*

1. Tom burnt his hand while he was cooking the dinner.
2. The doorbell rang while I ---
3. We saw an accident while we ---
4. Mary fell asleep while she ---
5. The television was on but nobody ---

5. *Put the verbs into the correct form, Past Progressives or Simple Past.*

1. Jane was waiting (wait) for me when I arrived (arrive).
2. ‘What --- (you/do) this time yesterday?’ ‘I was asleep’.
3. ‘--- (you/go) out last night?’ ‘No, I was too tired’.
4. ‘Was Carol at the party last night?’ ‘Yes, she --- (wear) a really nice dress’.
5. How fast --- (you/drive) when the accident --- (happen)?
6. John --- (take) a photograph of me while I --- (not/look).
7. We were in a very difficult position. We --- (not/know) what to do.
8. I haven’t seen Alan for ages. When I last --- (see) him, he --- (try) to find a Job in London.

6. *You are writing a letter to a friend. In the letter you give news about yourself and other people. Use the words given to make sentences. Use the Present Perfect.*

Dear Chris,

Lots of things have happened since I last wrote to you.

1. I/buy/a new car

I’ve bought a new car.

2. My father/start/a new job
3. I/give up/smoking
4. Charles and Sarah/go/to Brazil
5. Suzanne/have/a baby

7. *Read the situations and write sentences. Choose one of the following:*

arrive break go up grow improve lose

1. Mike is looking for his key. He can't find it. He has lost his key.
2. Margaret can't walk and her leg is in plaster. She ---
3. Maria's English wasn't very good. Now it is much better. ---
4. Tim didn't have a beard last month. Now he has a beard. ---
5. This morning I was expecting a letter. Now I have it. ---

MODULE 2
UNIT IV
DISADVANTAGES OF
ADVERTISING

"In general, my children refused to eat anything that hadn't danced on TV" (Lena Bombeck)

COMMUNICATION: Requests.

GRAMMAR: Quantities.

READING: Disadvantages of Advertising.

WRITING: Comments on the statement; giving headings to the logical parts.



WARM-UP

REQUESTS

Please...	Будь ласка...
Will you please...?	Будь ласка...
Be so kind as to...	Будьте ласкаві...
Be good enough to...	Будьте ласкаві...
Would you kindly...?	Чи не будете ви люб'язні?
Would you mind (+ gerund)	Чи не будете ви люб'язні?
Could you possibly..., please?	Чи не могли би ви..., будь ласка?
Could I trouble you for...?	Можна вас потурбувати ...?
Could you do me a favour?	Не зробіть ви мені послугу?
May I ask you to...?	Можна вас попросити ...?
May I trouble you for...?	Можна вас потурбувати ...?
I'll thank you if...	Я був би вам вдячний, якщо ...

1) Give polite forms used in spoken English for the simple imperative.

- 1) Close the door!
- 2) Open the window!
- 3) Don't make such a noise!
- 4) Pass me the salt!
- 5) Answer the telephone!

2) Say the right thing to a person who:

- 1) is talking loudly in the cinema;
- 2) is smoking in a non-smoker;
- 3) is doing her hair in public;
- 4) keeps drumming his fingers on the table.

READING

Vocabulary:

institutional – суспільний

paid space – оплачене місце (у ЗМІ)

multiple – багаторазовий, многократний, численний

penetration – проникнення

annual – щорічний

to shift – переміщати, пересувати, міняти.

product publicity – пропаганда товару

direct mail – пряме поштове розсилання реклами, директ мейл

telemarketing – телемаркетинг, телефонний маркетинг

credibility – довіра; достовірність; репутація

be fond of – любити будь-кого, що-небудь

publicity – пропаганда, реклама, гласність

awareness – інформованість, знання

news story – газетне повідомлення, інформаційний матеріал

news column – розділ новин; рубрика, колонка

perceive – розуміти; відчувати

news report – газетне повідомлення

purportedly – навмисно, з метою

evaluate – оцінювати

accuracy – точність, правильність

major – більший, важливіший, старший

endorsement – схвалення, підтвердження

provided that – за умови, що

accuse smb. of – звинувачувати когось у чомусь

wrongdoing – гріх

DISADVANTAGES OF ADVERTISING

Although institutional advertising can be effective in getting key messages to specific audiences, there are some disadvantages.

Cost

Paid space is expensive. Ads in multiple media outlets, which are necessary for message penetration, can cost thousands of dollars in the trade press and millions in the consumer press. The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

The high cost of buying space for advertising has led many companies to shift more of their marketing communications budgets to product publicity, direct mail, and telemarketing.

Credibility

Public relations executives are fond of saying, ‘Advertising raises awareness, but publicity published as news stories creates credibility’.

Because they are controlled messages, advertisements are generally less believable than publicity that appears in the news columns or on broadcast news shows. The public perceives ‘that news reports have more credibility because purportedly objective journalists, who are independent of the organization, have evaluated the information on the basis of truth and accuracy.

Indeed, a major value of publicity is the concept that a third party, the medium, has endorsed the information by printing or broadcasting it. Advertisements have no such third-party endorsement because anyone with enough money can place an advertisement, provided that it meets the acceptance standards of the medium.

Timing and Context

“Let’s run an ad in the newspaper” is a frequent reaction to a crisis. This approach has one major fault. It is usually too late.

This is particularly true when the crisis has already been reported by the media and the public has already developed strong opinions on the subject. For example, an organization accused of wrongdoing rarely does a good job of defending itself by spending a lot of money on advertising denying responsibility.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Телевізійна реклама; висока вартість; незалежний; витратити багато грошей; деякі невігоди; часта реакція; правильність; проникання; підтвердження.

2. Find in the text the words which describe or mean the following.

1) the member or type of people who regularly watch or listen to a particular program –

2) happening once a year –

3) particular, or detailed, or exact –

4) something that is not favorable or that causes problems –

5) the business of making sure that people know about a new product, movie etc., or about what a particular famous person is doing –

6) to say in an advertisement that other people should buy a particular product –

3. Translate the following words and word-combinations into Ukrainian.

Specific audience; multiple media outlet; message penetration; trade press; consumer press; a 30-second television commercial; a major value of publicity; a publicity campaign; a frequent reaction to; the crisis has already been reported; to develop strong opinions on; to do a good job of; to deny smth.; to run / to place an ad.

4. Match the words, some of them can be used more than once.

news	messages
television	fault
annual	publicity
direct	penetration
major	column
key	Super Bowl football game

message	mail
product	commercial

5. Match the words which are close in the meaning.

specific	to get through
expensive	to purchase
trade	particular
to penetrate	business
to shift	costly

6. Match the words having the opposite meaning.

specific	cheap
expensive	to remain
trade	entertainment
to penetrate	to sell
to shift	indefinite
to buy	to ricochet

7. Complete the sentences with the following words: credibility, expensive, companies to shift their marketing communications budgets, a crisis, publicity, credibility.

- 1) Paid space is _____.
- 2) "Let's run an ad in the newspaper" is a frequent reaction to _____.
- 3) Ads in multiple media outlet can cost _____.
- 4) The high cost of buying space for advertising has led _____.
- 5) Advertising raises awareness, but publicity published as news stories creates _____.
- 6) Advertisements are generally less believable than _____ that appears in the news columns.

8. Write down the questions to the following answers and answer the following questions:

1).....? Although institutional advertising can be affective in getting key messages to specific audiences, there are some disadvantages.

2).....? Paid space is expensive.

3).....? Ads in multiple media outlets are necessary for message penetration.

4).....? Ads in multiple media outlets can cost thousands of dollars in the trade press and millions of dollars in the consumer press.

5).....? The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

6) How do people frequently react to a crisis? Why is this approach wrong?

7) Can you prove that it is usually too late?

8) What is “the direct mail”?

9. Translate the following sentences in English.

- 1) Телевізійна реклама – найбільш масова й найбільш коштовна.
- 2) Газета дає змогу швидко донести рекламу до потенційного покупця.
- 3) Правильність мови – це насамперед дотримання літературних норм.
- 4) Поняття «преса» включає газети (щоденні та щотижневі), журнали, каталоги тощо.
- 5) Те, що Україна поступово призвичається до технічних засобів високого класу, породжує впевненість у великому майбутньому українських засобів масової реклами.
- 6) Нині значна кількість фірм замовляє собі пакети з товарними знаками, слоганом, адресою й телефоном.

- 7) В Україні діє досить широка мережа друкованих видань, деякі з них займаються тільки рекламним бізнесом.
- 8) Радіореклама в метро має головну перевагу – її слухачами є мешканці міста та більшість приїжджих.

WRITING

a) Develop in writing the following statement. Use no more than 80 words:

With advertising, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

b) Divide the text into several logical parts and give headings to each of them.

c) Read the following text and imagine that you are the author of this text. What questions did you ask to get the information about the disadvantages of advertising?

GRAMMAR: QUANTITIES

*1. In some of these sentences much is incorrect or unnatural. Change **much** to **many** or **a lot (of)** where necessary.*

1. We didn't spend much money. RIGHT
2. Sue drinks much tea. a lot of tea
3. Jim always puts much salt on his food.
4. We'll have to hurry. We haven't got much time.
5. Did it cost much to repair the car?
6. It cost much to repair the car.
7. I don't know much people in this town.
8. I use the phone much at work.
9. They've got so much money they don't know what to do with it.

2. Put in ***much, many, few or little.***

1. He isn't very popular. He has few friends.
2. Ann is very busy these days. She has --- free time.
3. Did you take --- photographs when you were on holiday?
4. I'm not very busy today. I haven't got --- to do.
5. The museum was very crowded. There were too --- people.
6. Most of the town is modern. There are --- old buildings.
7. The weather has been very dry recently. We've had --- rain.

3. Some of these sentences need ***a***. Put in *a* where necessary. Put 'RIGHT' if the sentence is already complete.

1. She's lucky. She has few problems. RIGHT
2. Things are not going so well for her. She has few problems. a few problems
3. Can you lend me few dollars?
4. I can't give you a decision yet. I need little time to think.
5. There was little traffic , so the journey didn't take very long.
6. It was a surprise that he won the match. Few people expected him to win.
7. I don't know much Spanish--- only few words.

4. Put in ***little/a little/few/a few.***

1. We must be quick. We have little time.
2. Listen carefully. I'm going to give you --- advice.
3. Do you mind if I ask you --- questions?
4. This town is not a very interesting place to visit, so --- tourists come here.
5. I don't think Jill would be a good teacher. She's got --- patience.
6. 'Would you like milk in your coffee?' 'Yes, please ---'.
7. This is a very boring place to live. There's --- to do.
8. 'Have you ever been to Paris?' 'Yes, I've been there --- times'.

UNIT V

ADVANTAGES OF ADVERTISING

"Promise, large promise, is the soul of an advertisement "
(Samuel Johnson)

COMMUNICATION: Ways of asking a person not to do something.

GRAMMAR: Comparatives and Superlatives.

READING: Advantages of Advertising.

WRITING: Comments on the statement; making the summary of the text.



WARM-UP

WAYS OF ASKING A PERSON NOT TO DO SOMETHING

Don't!	Не треба!
Please don't!	Будь ласка, не треба!
Please don't..., do you mind?	Будь ласка, не треба ..., ви не заперечуєте?
Try not to...	Спробуйте не ...
Would you mind not (doing it)?	Ви не могли би цього не робити?
Possible replies	
Sure.	Звісно.
Of course.	Дійсно! Звичайно!
With pleasure!	Із задоволенням!
You can count on me.	Можете розраховувати на мене.
You can rely on me.	Можете на мене покластися.
All right!	Все гаразд! Все добре!
No trouble at all.	Ніяких проблем.
I am afraid I can't.	Думаю, що не зможу.

Make up very short dialogues containing the expressions above.

READING

Vocabulary:

bypass – обходити, об'їжджати; ігнорувати

gatekeeper – цензор

primary – першорядний, головний, перший

impact – вплив

timing – погоджена дія; строк, вибір часу

commercials – рекламні ролики; передачі

exposure – вплив, контакт
convey – передавати
effort – зусилля
optional – необов'язковий
publics – групи аудиторії
rely on – розраховувати
alter – змінитися
alteration – переробка
truncate (the news) – використовувати частину цілого(новин,
повідомлень), скорочувати
do harm – завдавати шкоди
eliminate – знищувати, ліквідувати, скасовувати
sequence – послідовність, порядок
frequent – частий, періодичний
treatment – звертання, поводження; підхід
be worth – необхідно, треба
item – замітка, стаття
deserve – заслуговувати
permit – дозволяти
cut to – скорочувати
prompt response to – швидка відповідь на ...
issue – проблема, питання
fixed – незмінний, встановлений, постійний
maintain – підтримувати, зберігати
editor – редактор, видавець
premature – передчасний
present a message – розмістити повідомлення

ADVANTAGES OF ADVERTISING

Advertising is paid and controlled mass communication. This means that the organization completely bypasses the newsroom gatekeepers and places its messages, exactly as written and formatted, with the medium's advertising department. Thus a primary reason for using advertising as a communications tool is that control of the message remains with the sender.

Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.

Gatekeepers frequently alter or truncate the news or features they receive. With advertising, you can reach a very specific audience. For example, commercials on stations can be fine-tuned to the audience with little regard for any other people. Advertisements in specialized publications can reach their readers with very little exposure to others. Different ideas can be conveyed to different groups, and efforts can be concentrated in the most important areas.

For any public relations program, certain groups or publics are more important than others. Reaching them may be imperative, while reaching others may be optional. To be sure of reaching your key publics, you can rely on advertising.

Control of the Message

Gatekeepers frequently alter or truncate the news or features they receive. Sometimes the changes do little harm, but occasionally the blue pencil ruins an idea or eliminates an important point. Your communications plan may involve informing the public about subject A before you say anything about subject B, but if a gatekeeper changes the order or eliminates one story, the sequence is destroyed. With advertising, however, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

Control of Impact

With advertising, you can make your messages as big, frequent, and powerful as you choose. The gatekeeper may think your message is worth a 4-inch space on page 9, but if you think it deserves major treatment, you can buy a whole page. And if you want the idea repeated, you can buy as many ads as the budget permits. The broadcast media present similar problems and opportunities. Your news item or features idea may not be used - or, if used, may be cut to a few words - but your advertisement will be used without alteration.

Control of Timing

If timing is an important factor, advertising can guarantee that your message will be timely. Prompt response to a public issue, a fixed sequence of messages, continuity of communication - all can be

maintained through advertising. To the gatekeeper, your message may be just as usable on Tuesday as on Wednesday; but for your purpose, Tuesday may be a day too early or Wednesday a day too late. You can't be sure unless you pay for it. To a magazine editor, May can be as timely as June, but to you, May can be premature. If you want your message presented in June, you can guarantee the date by buying an advertisement.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Дозволяти; розраховувати; знищувати; необов'язковий; завдати шкоди; переваги; редактор; проблема.

2. Find in the text the words which describe or mean the following.

1) ways of sending information, such as using radio, television, or computers –

2) an individual who controls the flow of information –

3) a measure of the degree to which a receiver differentiates between signals from two or more broadcast stations –

4) the time, day, etc. when someone does something, especially when you are considering how appropriate this is –

5) to arrange a book, page, etc. according to a particular design or plan; to layout a document to be printed –

6) to be seen or heard by the audience –

3. Translate the following words and word-combinations into Ukrainian.

To bypass the newsroom gatekeepers; written and formatted messages; a primary reason for; a communications tool; control remains with the sender; the advertiser's control of the impact and timing; commercials can be fine-tuned to the audience; with little regard for any other people; to make alterations; to leave a message for smb.; a frequent visitor; to be in communication with smb.

4. Match the words, some of them can be used more than once.

do	mass communication
a public	worth
a frequent	alterations
be	tool
controlled	a message
a communications	visitor
to make	harm
present	issue

5. Match the words which are close in the meaning.

primary	necessary
to remain	to win
to reach	to stay behind
key	important
different	voluntary
optional	various
imperative	main

6. Match the words having the opposite meaning.

prompt	overdue
powerful	to refuse
to maintain	incorrect
to involve	impotent
harm	to exclude
major	mess
premature	insignificant
to permit	to neglect
order	tardy
exact	good

7. Complete the sentences from the text with the following words:
gatekeeper, message, eliminates, guarantee, ads, present.

1. ...occasionally the blue pencil ruins an idea or _____ an important point.
2. If a _____ changes the order or eliminates one story, the sequence is destroyed.
3. If you think your _____ deserves major treatment, you can buy a whole page.
4. If you want the idea repeated, you can buy as many _____ as the budget permits.
5. The broadcast media _____ similar problems and opportunities.
6. If timing is an important factor, advertising can _____ that your message will be timely.

8. Write down the questions to the following answers and answer the following questions:

- 1).....? Advertising is paid and controlled mass communication.
- 2).....? A primary reason for using advertising as a communications tool is that control of the message remains with the sender.
- 3).....? Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.
- 4)? Advertisements in specialized publications can reach their readers with very little exposure to others.
- 5).....? To be sure of reaching your key publics, you can rely on advertising.
- 6) What is a primary reason for using advertising?
- 7) Gatekeepers frequently alter or truncate the news or features they receive, don't they?
- 8) How do you understand the word combination "Control of Timing"?

9. Translate the following sentences in English.

- 1) Всі теми можуть заслуговувати на увагу глядачів.
- 2) Рекламні ролики можуть бути різних стилів: інформаційний, репортажний, ігровий тощо.
- 3) Клієнти цієї компанії завжди можуть розраховувати на професійний підхід.
- 4) Мета даної роботи – проаналізувати сучасну рекламу, а також розкрити її переваги та недоліки.
- 5) Деякі ЗМІ можуть завдати шкоди людині.
- 6) Навколишнє середовище впливає на здоров'я людини.
- 7) Інтернет знищує людську культуру.
- 8) Ця процедура необов'язкова, але ми рекомендуємо її провести.

WRITING

a) Comment on the following statements using the active vocabulary of the lesson in written form (about 50-60 words):

“With advertising, you can reach a very specific audience”.

b) Make a short summary of the text.

GRAMMAR: COMPARATIVES AND SUPERLATIVES

1. Complete the sentences using a comparative form (older/more important etc.).

1. It's too noisy here. Can we go somewhere quieter?
2. This coffee is very weak. I like it a bit ---.
3. The hotel was surprisingly big. I expected it to be ---.
4. The hotel was surprisingly cheap. I expected it to be ---.
5. The weather is too cold in this country. I'd like to live somewhere ---.
6. My job is a bit boring sometimes. I'd like to do something ---.
7. I was surprised how easy it was to use the computer. I thought it would be ---.

8. Your work isn't very good. I'm sure you can do ---.
9. Don't worry. The situation isn't so bad. It could be ---.
10. I was surprised we got here so quickly. I expected the journey to take ---.

2. *Complete the sentences. Each time use the comparative form of one of the words in the list. Use than where necessary.*

**big crowded early easily high important interested
peaceful reliable serious simple thin**

1. I was feeling tired last night, so I went to bed earlier than usual.

2. I'd like to have a more reliable car. The one I've got keeps breaking down.

3. Unfortunately her illness was --- we thought at first.

4. You look --- Have you lost weight?

5. I want a --- flat. We don't have enough space here.

6. He doesn't study very hard. He's --- in having a good time.

7. Health and happiness are --- money.

8. The instructions were very complicated. They could have been ---.

9. There were a lot of people on the bus. It was --- usual.

10. I like living in the countryside. It's --- living in a town.

11. You'll find your way around the town --- if you have a good map.

12. In some parts of the country, prices are --- in others.

3. *Rewrite these sentences so that they have the same meaning.*

1. Jack is younger than he looks. Jack isn't as old as he looks.

2. I didn't spend as much money as you. You spent more money than me.

3. The station was nearer than I thought. The station wasn't ---.

4. The meal didn't cost as much as I expected. The meal ---.

5. I go out less than I used to. I don't ---.

6. Her hair isn't as long as it used to be. She used to ---.

7. I know them better than you do. You don't ---.

8. There were fewer people at this meeting than at the last one. There weren't ---.

4. *Complete the sentences. Use a superlative (~est or most ...) + a preposition.*

1 It's a very nice room. It is the nicest room in the hotel.

2. It's a very cheap restaurant. It's --- the town.

3. It was a very happy day. It was --- my life.

4. She's a very intelligent student. She --- the class.

5. It's a very valuable painting. It --- the gallery.

6. Spring is a very busy time for me. It --- the year.

In the following sentences use one of + a superlative + a preposition.

7 It's a very nice room. It is one of the nicest rooms in the hotel.

8. He's a very rich man. He's one --- the world.

9. It's a very old castle. It --- Britain.

10. She's a very good player. She --- the team.

5. *Complete the sentences. Use a superlative (~est or most ...) or a comparative (~er or more ...).*

1. We stayed at the cheapest hotel in the town. (cheap)

2. Our hotel was cheaper than all the others in the town. (cheap)

3. The United States is very large but Canada is ---. (large)

4. What's --- river in the world? (long)

5. He was a bit depressed yesterday but he looks --- today. (happy)

6. It was an awful day. It was --- day of my life. (bad)

7. What is --- sport in your country? (popular)

8. Everest is --- mountain in the world. It is than any other mountain. (high)

9. We had a great holiday. It was one of the --- holidays we've ever had. (enjoyable)

10. I prefer this chair to the other one. It's ---. (comfortable)

UNIT VI

QUALITY AND ADVERTISING

*"The very first law in advertising is to avoid
the concrete promise and cultivate the delightfully vague"*
(Bill Cosby)

COMMUNICATION: Understanding in our life

GRAMMAR: Reported Speech

READING: What quality means

WRITING: Ideas on Advertising



WARM-UP

UNDERSTANDING

Do you see what I mean?	Ви розумієте, що я хочу сказати?
I hope that's clear?	Сподіваюся, зрозуміло?
That's clear, isn't it?	Все ясно?
..., if you see what I mean.	..., якщо ви розумієте, що я маю на увазі.
Are you with me?	Ви згодні зі мною?
Do you see? Right?	Вам зрозуміло?
OK? Get it? / Got it?	Зрозуміли?
Am I making myself clear?	Я висловлююся зрозуміло?
Is that reasonably clear?	Чи все зрозуміло?

Make up short dialogues with the expressions above.

READING

Vocabulary:

pin down the meaning – визначити значення

vague word – слово із розпливчастим значенням

excellence – висока якість, перевага

define – визначати

selling points – характеристики товару

durability – міцність, довговічність

craftsmanship – висока якість здійснення/виконання

dependability – надійність

virtue – достоїнство

emphasize – підкреслювати

manufactured goods – промислові товари

WHAT QUALITY MEANS

Even the dictionary finds it difficult to pin down the meaning of the word quality. It has to use other vague words like excellence. Why is quality so hard to define? It is because it is such an abstract word and can mean so many different things? Or because its meaning depends so much on what it describes?

How can you define high quality when applied to the things you buy, for example, a pop record, a pair of shoes, a meal in a restaurant? You'll probably have three different definitions of quality for the three different things.

Quality is also hard to define because it can be such a subjective word – it means quite different things to different people, even when they use the word to describe the same thing. A Pink Floyd album may in your view have quality, but your friend may consider that the same album is a waste of good money.

Yet another problem is that the meaning of quality changes over the years. Things which you think have quality may not be seen in the same way by older people. Just ask your grandmother what she thinks of the Stones?

For example, consider the two ads. Both advertise clothes for men. Advertisers stress the points which they think sell quality to prospective buyers. The selling points that are stressed in 1897 ad are durability, craftsmanship, dependability, tradition.

What about the ideas of quality in the present-day ad?

Present-day ads do not talk about tradition or craftsmanship, dependability or durability. They stress the virtues of newness, of being different, sometimes of being way out. Cheapness may be, emphasized too, the fact that almost everyone can afford the product. Does this mean that quality in manufactured goods is disappearing now that most things are mass-produced?

1. Find the English equivalents in the text. Use them in the sentences of your own.

Значення слова; висока якість; наприклад; словник; описувати; що вона думає; сьогоднішня реклама; підкреслювати.

2. Find in the text the words which describe or mean the following.

- 1) give emphasis to –
- 2) make no use of; use without a good purpose –
- 3) place where meals can be bought and eaten –
- 4) coins stamped from metal or printed on paper and accepted when buying and selling –
- 5) state precisely the meaning of; state or show clearly –
- 6) person, not a relation, who one knows and likes well –

3. Translate the following words and word-combinations into Ukrainian.

Manufactured goods; cheapness; an abstract word; a waste of good money; durability; craftsmanship; dependability; prospective buyers; selling points; a pair of shoes.

4. Match the words, some of them can be used more than once.

abstract	points
prospective	afford
can afford	people
manufactured	things
older	way
selling	word
different	buyers
the same	goods

5. Match the words which are close in the meaning.

tradition	purchase
change	custom
different	trust
buy	various
believe	alter

6. Match the words having the opposite meaning.

durability	keep
friend	impermanency
change	exact
almost	enemy
opposite	similar

7. Complete the sentences with the following words: excellence, quality, newness, craftsmanship, afford.

1. They stress the virtues of _____, of being different, sometimes of being way out.
2. Present-day ads do not talk about tradition or _____, dependability or durability.
3. It has to use other vague words like _____.
4. Yet another problem is that the meaning of _____ changes over the years.
5. Cheapness may be, emphasized too, the fact that almost everyone can _____ the product.

8. Answer the following questions:

- 1) Why is it difficult to define the word quality?
- 2) What does this word mean to different people?
- 3) Why does the meaning of this word change over the years?
- 4) What points were emphasized in the ad of 1897?
- 5) What points are emphasized now?

9. Translate the following sentences in English.

- 1) Якісні характеристики товару повинні відповідати державним стандартам, що є чинними на території України для відповідної категорії товару.
- 2) Зовнішня реклама впливає на людей при походах в магазини, на роботі і на відпочинку, день і ніч, збільшуючи прибуток від продажу рекламованих товарів.

- 3) Проблеми майбутнього планети Земля змушують людство до пошуку реальних підходів щодо розв'язання складних завдань.
- 4) Однією з визначальних характеристик сучасності є розвиток процесу глобалізації.
- 5) Коли ви подали заяву про прийняття на роботу?
- 6) Якість – сукупність властивостей продукції, які визначають ступінь придатності її для використання за призначенням.
- 7) Якщо ви надішлете своє замовлення негайно, ми обіцяємо доставку через чотири тижні.
- 8) У торговельному центрі ви знайдете всі необхідні вам товари.

WRITING

- a) State your ideas on advertising. (write 5 – 10 sentences)
- b) Ask questions about the words underlined.

- Quality is hard to define because it can be such a subjective word.
- Even the dictionary finds it difficult to pin down the meaning of the word quality.
- Things which you think have quality may not be seen in the same way by older people.

GRAMMAR: REPORTED SPEECH

1. On Friday morning you had a meeting with someone from your advertising agency at his offices. The words he spoke are on the left. The next week you tell a colleague about the discussion. Underline the correct words in the text B.

<p>A. The advertising person's words:</p> <p>“Did you get my e-mail I sent yesterday about this</p>	<p>B. What you say to your colleague:</p> <p>“He said he (1) <i>hopes</i> / <i>hoped</i> I'd got (2) <i>his</i> / <i>my</i> e-</p>
--	---

campaign we've been working on? I hope so. I'm sorry to ask you to come here at such short notice, but it's quite urgent. The situation in this: we use an outside printing company, and a few days ago the workers there went on strike. I'm having a meeting with a union representative this afternoon, but I thought I should talk to you first".

mail that (3) *he'd send / he'd sent* (4) *yesterday / the day before about* (5) *the / his* advertising campaign (6) *they've / we've* been working on. And he apologized for asking (7) *me / you* to go (8) *here / there* at such short notice – he said it (9) *is / was* urgent. Well, apparently a few days (10) *ago / before* the printers they use (11) *have gone / had gone* on strike, and he (12) *is / was* meeting them (13) *this / that* afternoon. He said he thought he should talk to (14) *me / you* about it first"

2. Rewrite each sentence in reported speech.

- 1) 'Are you on holiday for the whole August?' she asked me.
She asked me ---
- 2) 'What do the letters 'URL' mean?' I asked him.
I asked him ---
- 3) 'Have you prepared the figures?' my boss asked me.
My boss asked me ---
- 4) 'When is your birthday?' I asked Francesca.
I asked Francesca ---
- 5) 'Did you remember to back up the file?' she asked him.
She asked him ---
- 6) 'Why have you turned off the air conditioning?'
Ellen asked me ---
- 7) 'Do you speak Italian?' they asked me at the interview.
They asked me at the interview ---
- 8) 'How much did you pay for your car?' I asked Pablo.
I asked Pablo ---

MODULE 3
UNIT VII
ADVERTISING AND MASS MEDIA
PART I

"Many a small thing has been made large by the right kind of advertising"

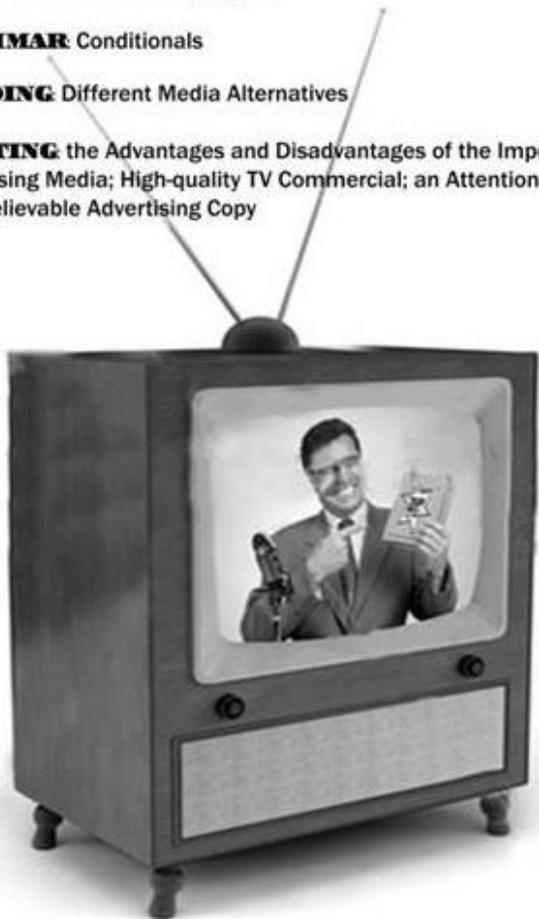
Mark Twain

COMMUNICATION: Apologies

GRAMMAR: Conditionals

READING: Different Media Alternatives

WRITING: the Advantages and Disadvantages of the Important Advertising Media; High-quality TV Commercial; an Attention-getting, Believable Advertising Copy



WARM-UP

APOLOGIES

Excuse me.	Даруйте (якщо привертаєш увагу, перериваєш)
Sorry.	Даруйте (якщо вибачаєшся)
Excuse me a moment.	Вибачте, я на секунду.
Just a minute please.	Зачекайте хвилинку, будь-ласка.
That's my fault.	Це моя провина.
It was careless of me.	Я був необережним.
I didn't mean that.	Я не хотів Вас образити.
I'm sorry to have kept you waiting.	Даруйте, що примусив Вас чекати.
Am I disturbing you?	Я не перешкоджую?
May I bother you a moment?	Можна Вас потурбувати на секунду?
Never mind.	Ні, нічого.
Oh it's nothing.	Нічого, будь-ласка.
Next time I'll get it right.	Наступного разу постараюся.

Emphasize the following sentences by adding such words as really, so, ever so, quite, awfully, awful and the like.

- 1) I am sorry.
- 2) I beg your pardon.
- 3) It was a slip of a tongue.
- 4) I feel ashamed of myself.
- 5) It had never occurred to me.
- 6) I must apologize.
- 7) It was thoughtless of me.
- 8) I am afraid I am trespassing on your time.

READING

Vocabulary:

Television

medium – 1) середовище; 2) канал комунікації або засіб передачі

communicate – 1) спілкуватися; 2) передавати інформацію

print advertisement – друкована реклама

prime-time program – програми, які транслюються під час масового перегляду передач (з 7 до 10 годин вечора)

wasted coverage – марне охоплення

network – 1) мережа віщальних станцій, які об'єднані в єдиний комплекс; 2) декілька різноманітних засобів масової інформації, які продаються рекламодавцю для розміщення реклами як єдиного блоку

coverage – 1) охоплення; 2) зона дії; 3) репортаж, висвітлення подій (у пресі, по радіо)

Radio

market segment – сегмент ринку

peak radio listening time – час-пік

Magazines

special interest publication – спеціальне видання

ad page – сторінка реклами

audience profile – профіль аудиторії

media buyer – спеціаліст по закупівлі місця або часу в засобах реклами

Newspaper

distributor – агент з продажу, дистриб'ютор

advertising costs – затрати на рекламу

cooperative advertising program – спільна рекламна програма

Direct mail

audience selectivity – вибірковість аудиторії

direct mail – реклама по пошті

mailing list – список адресатів

junk-mail – поштова макулатура

DIFFERENT MEDIA ALTERNATIVES

1. Television. Television is a valuable medium because it communicates with both sight and sound. Print advertisements could never give you the sense of the Mazda RX-7 sports car cornering at the speed of sound. In addition, network television is the only medium that can reach 95 percent of the homes in the United States.

Television's major disadvantage is cost: the cost of a prime-time 30-second network spot is now as much as \$400000. Because of these high charges, there has been a growing trend toward reducing the length of the standard commercial from 30 seconds to 15 seconds. This practice, referred to as splitting 30's, reduces costs but severely restricts the amount of information that can be conveyed. These 15-second ads now represent a third of all network commercials. Another problem with television is the likelihood of wasted coverage – having people outside the market for the product see the advertisement. In recent years the cost and wasted coverage problems of TV have been reduced through the introduction of cable TV, whose advertising time is often less expensive than the prime time on major networks. This often allows far greater control over who sees the advertisement.

2. Radio. There are seven times as many radio stations as television stations in the United States. The major advantage of radio is it's a segmented medium. There is the Farm Radio Network, the Physician's Network, all-talk shows, and punk rock stations, all listened to by different market segments. The average college student is a surprisingly heavy radio listener and spends more time during the day listening to radio than watching television – 1 hour 56 minutes versus 1 hour 20 minutes. So advertisers with college students as their target market must consider radio.

The disadvantage of radio is that it has limited use for products that must be seen. Another problem is the ease with which consumers can tune out a commercial by switching stations. Radio is a medium that competes for people's attention as they do other activities such as driving, working, or relaxing. Peak radio listening time is during the drive times (6 to 10 am and 4 to 7 pm).

3. Magazines. One of the fastest-growing media in the United States is magazines. The marketing advantage of this medium is the great number of special interest publications that appeal to defined segments. Runners read *Running*, sailors buy *Sail*, gardeners peruse *Organic Gardening*, and craftspeople subscribe to *Woodworking*. Over 200 publications cater to the computer industry, and high-tech companies filled about one-fourth of the ad pages in *Fortune*, *Forbes*, *Business Week*, and *Dun's*. Each magazine's readers often represent a unique profile.

So a manufacturer of ski equipment that places an ad in *Rolling Stone* may be reaching the desired target audience. In addition to the distinct audience profiles of magazines, good color production is an advantage.

Rolling Stone has had a perception problem: many prospective advertisers in the magazine saw it as a magazine read only by 1960's-era hippies. To alter this misperception, it developed a series of "Perception-Reality" ads targeted at its prospective advertisers and ran them in magazines such as *Advertising Age*, which media buyers read. The advertising succeeded in increasing the number of pages of advertising sold in *Rolling Stone*.

The cost of national magazines is a disadvantage compared with radio, but many national publications publish regional and even metro editions, which reduce the absolute cost and wasted coverage. *Time* publishes well over 100 different editions,

ranging from a special edition for college students to a version for the area around Austin, Texas. In addition to cost, a limitation to magazines is their infrequency. At best, magazines are printed on a weekly basis, with many specialized publications appearing only monthly or less often.

High technology is arriving in magazine ads. Cardboard pop-up ads have been used by Dodge trucks and Disney World. Toyota introduced its 1988 Corolla with a pair of 3-D glasses inserted in *Time*, *People* and *Cosmopolitan* magazines. Revlon offered actual samples of eye shadow in fashion magazines, and if you read *Architectural Digest*, you could even smell a Rolls Royce leather interior using a special scent strip. What's on the horizon? Probably a music-land blinking-light IBM PC magazine ad made possible by a computer micro-chip – an ad that has already run in France.

4. Newspapers. Newspapers are an important local medium with excellent reach and potential. Because of the daily publication of most papers, they allow advertisements directed to immediate consumer actions such as “sale today only”. Usually local retailers use newspaper as almost their sole medium.

Newspapers are rarely saved by the purchaser, so companies are generally limited to ads that call for an immediate customer response. But customers can clip and save ads they want. Companies also cannot depend on newspapers for color reproduction as good as that in most magazines.

National companies rarely use this medium except in conjunction with local distributors of their products. In these instances both parties often share the advertising costs using a cooperative advertising program.

5. Direct Mail. Direct mail allows the greatest degree of audience selectivity. Direct mail-companies can provide advertisers with mailing list of their market, such as students

who live within 2 miles off the store, product managers in Texas, or people who own mobile homes. Direct mail has an advantage in providing complete product information, compared with that provided in 30-second or 50-second television or radio spots.

One disadvantage of direct mail is that rising postal costs are making it more expensive. The major limitation is that people view direct mail as junk, and the challenge is to get them to open a letter.

Billboards. A very effective medium for reminder advertising is outdoor billboards. These signs often result in good reach and frequency when reinforcing a message originally communicated in other media. The visibility of this medium is good supplemental reinforcement for well-known products, and it is a relatively low-cost, flexible alternative. A company can buy space just in the desired geographical market.

A disadvantage to billboards is that no opportunity exists for lengthy advertising copy, and thus it is restricted to well-known products. Also, a good billboard site depends on traffic patterns and sight lines. In many areas environmental laws have limited the use of this medium.

Transit. If you attend a metropolitan campus, chances are you might have seen some transit advertising. This medium includes messages on the interior and exterior of buses, subway cars, and taxis. As use of mass transit grows, transit advertising may become increasingly important. Selectivity is available to advertisers, who can buy space by neighborhood or bus route. To some extent, once inside the bus, the riders are captured readers.

One disadvantage to this medium is that the heavy travel times, when the audiences are the largest, are not conducive to reading advertising copy. People are standing shoulder to shoulder on the subway, hoping not to miss their stop, and little attention is paid to the advertising. Also, the demographic profile of the transit

user is heavily weighted to middle-class and lower middle-class people with average incomes and educational profiles.

6. *Other Media*. A variety of other media exist, ranging from the hot air balloons mentioned earlier to skywriting and theater advertising – where ads are shown in the screen before the movies are shown. Although you might expect to see advertisements before the movie in your local theater, do you expect to see them in the movie itself? Called *product placement*, the brand-name product used in a movie may be there because their manufacturer paid for the privilege. For example, Domino's Pizza paid \$25,000 for its pizza to sit on the kitchen table between Tom Selleck and Ted Danson in the movie. *Three Men and a Baby*. Ads are even starting to appear on the protective boxes covering rental VCR movies and at the start of the movies themselves – and would you believe? – on toilet stall doors!

1. Find the English equivalents in the text. Use them in the sentences of your own.

Дозволяти; наприклад; головний недолік; відкритий лист; чекати на; кухонний стіл; мандрувати; за останні роки.

2. Find in the text the words which describe or mean the following.

- 1) (weekly or monthly) periodical, with articles, pictures, etc –
- 2) printed publication, usually issued daily, with news, advertisements, etc –
- 3) motor-car, esp one with a meter, which may be hired for journeys –
- 4) trademark or trade-name; particular kind of goods with such a mark –
- 5) power of seeing –
- 6) total, whole; quantity –

3. Translate the following words and word-combinations into Ukrainian.

Major advantage; high charges; a growing trend; reduce the length; refer to; likelihood of; disadvantage; although.

4. Match the words, some of them can be used more than once.

junk	profile
market	segment
wasted	program
media	route
product	mail
bus	information
prime-time	coverage
audience	buyer

5. Match the words which are close in the meaning.

attend	contrast
reduce	decrease
compare	visit
movie	chance
opportunity	film

6. Match the words having the opposite meaning.

advantage	waste
major	past
save	disadvantage
recent	few
many	minor

7. Complete the sentences with the following words: supplement, disadvantage, infrequency, advertisements, instances, retailers, incomes, target.

1. Usually local _____ use newspaper as almost their sole medium.
2. The _____ of radio is that it has limited use for products that must be seen.
3. Also, the demographic profile of the transit user is heavily weighted to middle-class and lower middle-class people with average _____ and educational profiles.
4. In addition to cost, a limitation to magazines is their _____.
5. So advertisers with college students as their _____ market must consider radio.
6. Although you might expect to see _____ before the movie in your local theater, do you expect to see them in the movie itself?
7. The visibility of this medium is good _____ reinforcement for well-known products, and it is a relatively low-cost, flexible alternative.
8. In these _____ both parties often share the advertising costs using a cooperative advertising program.

8. *Answer the following questions.*

- 1) What advertising medium reaches extremely large audience and uses picture, print, sound and motion for effect?
- 2) What advertising medium has high possibility of low cost but is criticized as a traffic hazard?
- 3) What advertising medium can use sound, humor, intimacy effectively but has short exposure time and perishable message?
- 4) What advertising medium can convey complex information but competes for attention with other magazine features?
- 5) What advertising medium can't control ad position on page but has quick consumer response?
- 6) What advertising medium is best for targeting specific audiences and very feeble but often seen as "junk mail"?

9. *Translate the following sentences in English.*

- 1) Реклама в газетах – надзвичайно дієвий та ефективний стимулюючий засіб.

2) Недоліками реклами в журналах є її висока вартість та обмежена аудиторія.

3) Основне смислове навантаження у рекламному зверненні припадає на текст.

4) Радіореклама – один з найдоступніших засобів реклами, що охоплює значну аудиторію.

5) Бліц-ролик триває в середньому 15 – 20 секунд.

6) Рекламний ролик – це маленька історія, в якій головний герой – товар або продукт.

7) Одним з найновіших засобів телереклами є інтерактивне телебачення.

8) Унікальні властивості Інтернету дозволяють використовувати його як ефективний засіб для проведення рекламних кампаній.

WRITING

a) *Read the text again and summarize the advantages and disadvantages of the important advertising media:*

Medium advantages	disadvantages
TV	
Radio	
Magazines	
Newspapers	
Direct Mail	
Billboard (outdoor)	

b) *What is your idea of*

- an attention-getting, believable advertising copy;
- high quality TV commercial.

(write 5 – 8 sentences using the information you got while reading the text)

GRAMMAR: CONDITIONALS

1. Put the verb into the correct form.

1. They would be rather offended if I didn't go to see them.
(not/go)
2. If you took more exercise, you would feel better. (feel)
3. If I was offered the job, I think I --- it. (take)
4. I'm sure Amy will lend you the money. I'd be very surprised if she ---. (refuse)
5. If I sold my car, I --- much money for it. (not/get)
6. A lot of people would be out of work if the factory ---. (close down)
7. What would happen if I --- that red button? (press)
8. Liz gave me this ring. She --- very upset if I lost it. (be)
9. Mark and Carol are expecting us. They would be disappointed if we ---. (not/come)
10. Would Tim mind if I --- his bicycle without asking him?
(borrow)
11. If somebody --- in here with a gun, I'd be very frightened.
(walk)
12. I'm sure Sue --- if you explained the situation to her.
(understand)

2. You ask a friend questions. Use What would you do if...?

1. (Maybe one day your friend will win a lot of money.)
What would you do if you won a lot of money?
2. (Your friend's car has never been stolen but perhaps one day it will be.)
What ---
3. (Perhaps one day your friend will lose his/her passport.) ---
4. (There has never been a fire in the building.) ---

3. Answer the questions in the way shown.

1. A: Shall we catch the 10.30 train?

B: No. (arrive/too early) _If we caught the 10.30 train, we'd arrive too early._

2. A: Is Ken going to take the examination?

B: No. (fall) If he ---

3. A: Why don't we stay at a hotel?

B: No. (cost too much money) If ---

4. A: Is Sally going to apply for the job?

B: No. (not/get it) If ---

5. A: Let's tell them the truth.

B: No. (not/believe us) If ---

6. A: Why don't we invite Bill to the party?

B: No. (have to invite his friends too)

4. *Use your own ideas to complete these sentences.*

1. If you took more exercise, _you'd feel better._

2. I'd feel very angry if ---

3. If I didn't go to work tomorrow ---

4. Would you go to the party if ---

5. If you bought some new clothes

6. Would you mind if ---

5. *Put the verb into the correct form.*

1. If I _knew_ his number, I would phone him. (know)

2. I _wouldn't buy_ that coat if I were you. (not/buy)

3. I --- you if I could, but I'm afraid I can't. (help)

4. We would need a car if we --- in the country. (live)

5. If we had the choice, we --- in the country. (live)

6. This soup isn't very good. It --- better if it wasn't so salty. (taste)

7. I wouldn't mind living in England if the weather --- better. (be)

8. If I were you, --- (not/wait). I --- now. (go)

9. You're always tired. If you --- to bed so late every night, you wouldn't be tired all the time. (not/go)

10. I think there are too many cars. If there --- so many cars (not/be), there --- so much pollution. (not/be)

6. Write a sentence with *If ...* for each situation.

1. We don't visit you very often because you live so far away.
If you didn't live so far away, we'd visit you more often.
2. He doesn't speak very clearly—that's why people don't understand him.
If he _____ more _____ people _____
3. That book is too expensive, so I'm not going to buy it.
If the book _____, I _____
4. We don't go out very often because we can't afford it.
5. It's raining, so we can't have lunch in the garden.
6. I have to work tomorrow evening, so I can't meet you.

7. Write sentences beginning *I wish ...*

1. I don't know many people (and I'm lonely).
I wish I knew more people.
2. I don't have a key (and I need one). I wish ---
3. Ann isn't here (and I need to see her).
4. It's cold (and I hate cold weather).
5. I live in a big city (and I don't like it).
6. I can't go to the party (and I'd like to).
7. I have to work tomorrow (but I'd like to stay in bed).
8. I don't know anything about cars (and my car has just broken down).
9. I'm not lying on a beautiful sunny beach (and that's a pity).

8. Write your own sentences beginning *I wish...*

1. (somewhere you'd like to be now --- on the beach, in New York, in bed etc.)
I wish I ---
2. (something you'd like to have --- a computer, a job, lots of money etc.)
3. (something you'd like to be able to do --- sing, speak a language, fly etc.)
4. (something you'd like to be --- beautiful, strong, rich etc.)

UNIT VIII
ADVERTISING AND MASS MEDIA
PART II

*"The most successful sort of advertisement is the sort that does not look like
an advertisement"*

COMMUNICATION: Warnings

GRAMMAR: Conditionals

READING: Select the Advertising Media

WRITING: the Importance of "generalization" in Advertising



WARM-UP

WARNINGS

Look out!	Обережно! Берітьс'я!
Look sharp!	Дивітьс'я в обидва!
Look out for...	Остерігайтес'я...
Watch out!	
Watch your step!	Не оступитес'я!
(Be) careful!	Обережно!
Mind your head!	Обережно!
Mind you don't...	Беріть голіву...
Be sure you don't ...	Ні в якому випадку...
Be sure not to...	
Remember not to...	Пам'ятайте, що не слід...
You'd better not...	Краще б ви не...
Mark my words!	Згадайте моє слово!
One can never be too careful.	Обережність ніколи не заважає.
Mind your P's and Q's.	Дотримуйтес'я обережності (в мові та поведінці).
You've been warned.	Вас попереджали.
You shan't forget it in a hurry.	Ви це надовго запам'ятаєте!

Give warnings in the following situations stating the possible consequence.

Model. Mind your dress! The peach is very ripe. You may squash it and get your dress ruined.

- 1) Your friend is approaching a dirty pool.
- 2) A man is passing by a barbed wire fence.
- 3) Your sister is about to touch a red-hot iron.

- 4) A monkey at the Zoo is reaching for your neighbour's hat.
- 5) The chauffer is driving too fast on a busy road.

READING

Vocabulary:

major types – основні типи

objective – мета

vehicle – засіб передачі

qualitative selectivity – якісна вибірковість

segment – доля, складова частина від цілого

ad – реклама

consumer – споживач

discriminate – відрізняти, вибирати

brand – якість, сорт

promotional strategy – стимулююча стратегія, стратегія росту

entrenched habits – закореніли звички

be aware of – усвідомлювати

purchase – покупка

switch – переключати (думки тощо) в інше русло, змінюватися

circumstances – обставини

SELECT THE ADVERTISING MEDIA

1. Advertisers must select media through which to send their messages. The major types of advertising media are: 1) print, 2) broadcast, 3) direct, 4) location. Furthermore, the advertiser also has to decide which particular vehicles within each medium to use. For example, if the selected medium is magazines, which vehicle(s) (*Time, TV Guide, etc.*) should be selected? These decisions must take advertising objectives, information to be communicated, and funds available for advertising into consideration.
2. The more alike members of a vehicle's audience are in one or more characteristics that are important to the advertiser, the greater the qualitative selectivity. Thus, a dress

manufacturer that wants to advertise to larger-sized women should consider BBW (formerly *Big Beautiful Women*) magazine to be qualitatively selective than *Cosmopolitan*. The greater the vehicle ability to reach people in selected areas, the greater its geographical selectivity. *Southern Living* offers more geographical selectivity than *Better Homes and Gardens*. But using highly selective vehicles can be dangerous if the marketer has not defined the target market clearly. The ads could miss (not reach) important market segments.

3. More frequently, advertisers want to use the knowledge of learning theory that shows that consumers can learn to discriminate between brands. Therefore, the promotional strategy may be based on positioning the brand so that consumers will differentiate it from the competition.
4. In many instances, learning becomes so entrenched that a habit develops and the consumer buys the same brand without even being aware of the learning experience that originally led to the purchase. Under such circumstances, it is extremely difficult for advertising to get consumers to switch brands. To counter strongly entrenched buying habits, significant innovation and a heavy level of promotion are usually needed.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Таким чином; стратегія росту; усвідомлювати; жінки з великим розміром одягу; бути небезпечним; використовувати знання; в багатьох випадках; значний.

2. Find in the text the words which describe or mean the following.

- 1) settlement of a question –
- 2) likely to cause danger –
- 3) buying –
- 4) something new that is introduced –

- 5) activity in which persons compete –
 6) example; fact –

3. *Translate the following words and word-combinations into Ukrainian.*

Qualitative selectivity; significant innovation; selected areas; heavy level; major types; furthermore; target; market segments; geographical selectivity; under such circumstances; discriminate; differentiate.

4. *Match the words, some of them can be used more than once.*

buying	manufacturer
qualitative	innovation
major	habits
dress	level
significant	types
learning	strategy
promotional	selectivity
heavy	experience

5. *Match the words which are close in the meaning.*

select	novelty
innovation	sophistication
consumer	choose
available	customer
wisdom	accessible

6. *Match the words having the opposite meaning.*

heavy	hate
significant	safe
like	light
dangerous	mix up
discriminate	meaningless

7. Complete the sentences with the following words: vehicles, available, advertisers, circumstances, selectivity.

1. These decisions must take advertising objectives, information to be communicated, and funds _____ for advertising into consideration.
2. Under such _____, it is extremely difficult for advertising to get consumers to switch brands.
3. But using highly selective _____ can be dangerous if the marketer has not defined the target market clearly.
4. The greater the vehicle ability to reach people in selected areas, the greater its geographical _____.
5. _____ must select media through which to send their messages.

8. Answer the following questions.

- 1) What are the major types of advertising media?
- 2) What do the vehicles of advertising depend on?
- 3) Explain the meaning of *qualitative and geographical selectivity*.
- 4) Why do advertisers want to use the knowledge of learning theory?
- 5) Why is it so difficult to get consumers to switch brands?
- 6) What is the importance of *discrimination*? Can you give any example of your own of this?
- 7) When is entrenchment an advantage?

9. Translate the following sentences in English.

- 1) В Україні ринок інтернет-реклами розвивається динамічно.
- 2) Реклама перетворилась на невід'ємну складову нашого життя, на важливий елемент інфраструктури засобів масової інформації, охопивши всі сфери діяльності людини.
- 3) Відповідно до законодавства України реклама – це інформація про особу чи товар, розповсюджена в будь-якій формі та в будь-який спосіб і призначена сформувати або підтримати обізнаність споживачів реклами та їх інтерес щодо таких особи чи товару.

4) Працюючи в торговельній організації, менеджер з реклами планую і проводить рекламні кампанії своєї фірми, а також оцінює їхню ефективність.

5) Для публікації рекламних оголошень та статей рекламного характеру використовують такі періодичні видання, як газети, журнали, бюлетені, довідники, путівники та інші.

6) Ми розраховуємо встановити тісні і теплі взаємовідносини з вашою фірмою.

7) Інституціональна реклама – тип реклами, направлений на покращення репутації фірми, прямо не пов'язаний з рекламою якої-небудь конкретної продукції.

8) Аналітики радять споживачам купувати протягом літніх місяців валюту за низьким курсом.

WRITING

Tell about the importance of “generalization” in advertising? Can you think of any other examples of campaign copying? (Write 5 – 10 sentences)

GRAMMAR: CONDITIONALS

1. Put the verb into the correct form.

1. I didn't know you were in hospital. If I'd known (I/know), I would have gone (I/go) to visit you.

2. Ken got to the station in time to catch his train. If, _____ (he/miss) it _____ (he/be) late for his interview.

3. It's good that you reminded me about Ann's birthday. _____ (I/forget) if _____ (you/not/remind) me.

4. Unfortunately, I didn't have my address book with me when I was in New York. If _____ (I/have) your address, _____ (I/send) you a postcard.

5. A: How was your holiday? Did you have a nice time?

B: It was OK, but _____ (we/enjoy) it more if _____ (the weather/be) better.

6. I took a taxi to the hotel but the traffic was very bad. _____

(it/be) quicker if _____ (I/walk).

7. I'm not tired. If _____ (I/be) tired, I'd go home now.

8. I wasn't tired last night. If _____ (I/be) tired, I would have gone home earlier.

2. *Write a sentence with if for each situation.*

1. I wasn't hungry, so I didn't eat anything.

_____ If I'd been hungry, I would have eaten something. _____

2. The accident happened because the driver in front stopped so suddenly.

If the driver in front ---

3. I didn't know that George had to get up early, so I didn't wake him up.

if I ---

4. I was able to buy the car only because Jim lent me the money.

5. Margaret wasn't injured in the crash because she was wearing a seat belt.

6. You didn't have any breakfast – that's why you're hungry now.

7. I didn't get a taxi because I didn't have any money on me.

3. *Imagine that you are in these situations. For each situation, write a sentence with I wish...*

1. You've eaten too much and now you feel sick.

You say: _____ I wish I hadn't eaten so much. _____

2. There was a job advertised in the newspaper. You decided not to apply for it. Now you think that your decision was wrong.

You say: I wish I ---

3. When you were younger, you didn't learn to play a musical instrument. Now you regret this.

You say: ---

4. You've painted the gate red. Now you think that it doesn't look very nice.

You say: ---

5. You are walking in the country. You would like to take some photographs but you didn't bring your camera.

You say: ---

6. You have some unexpected guests. They didn't tell you they were coming. You are very busy and you are not prepared for them.

You say (to yourself): ---

4. Alex, aged 4, is staying with his grandmother. He arrived about a week ago. In some ways she is finding his visit rather difficult. Look at some of the problems and then complete what she says using the verb in italics.

Model: Alex is very noisy. I wish he were not so noisy.

Problems

He <i>misses</i> his parents. He doesn't <i>put</i> his toys away. He <i>plays</i> with his food. He doesn't do what I say. When he arrived, he <i>said</i> he didn't want to stay!	He doesn't <i>like</i> vegetable. He can't <i>dress</i> himself. On Monday, he <i>hit</i> the dog! Last week, he <i>broke</i> a very expensive vase.
---	--

UNIT IX

INTERNET - THE DOMINANT FORM OF MEDIA

"The Internet is so big, so powerful and pointless that for some people it is a complete substitute for life" (freelance journalist)

COMMUNICATION: Asking the way.

GRAMMAR: Modal Verbs (can, could, should, must, have to, may, might).

READING: The Internet: content or discontent?

WRITING: Our work in the Internet; comments on the statements.



WARM-UP

ASKING THE WAY

Could you tell me the way to..., please?	Не підкажете мені дорогу ..., будь ласка?
Excuse me, is there a bus from here to...?	Вибачте, тут є автобус, який прямує до ...?
Will you tell me when I get there?	Не підкажете мені, коли я доберуся туди?
How far is it from here?	Наскільки це далеко від цього місця?
How long does it take you to get there?	Скільки потрібно часу добратися туди?
Is it very far from here?	Це далеко звідси?
I am sorry to trouble you, but can you direct me to...?	Вибачаюся, не підкажете мені напрямок ...?
Which is the nearest (the best, right, shortest) way to...?	Яка найближча (найкраща, правильна, найкоротша) дорога до ...?
How long would it take me to get to... from here?	Скільки мені треба часу, щоб добратися туди звідси?
Can you find your way home?	Ви знаєте, як добратися додому?

1) *Make sentences as in example.*

Example: You take the second turning on the right after the traffic-lights.

1) _____ zebra-crossing.

2) _____ left

3) _____ third _____

4) _____ road _____

5) Go down _____

2) Change A's questions to a more polite form.

Example:

Student A Where's the station?

Student B Can you tell me **where the station is**, please?

1) A How far is to London?

B

2) A Where are the shops?

B

3) A Which direction is the motorway?

B

4) A How many miles are to the nearest garage?

B

5) A Which way's the coast?

B

READING

Vocabulary:

content – зміст, задоволення

discontent – незадоволення

is destined to be – призначено бути

mainstream – основна лінія, основний напрямок

tough – тяжко

viable – життєздатний, можливий

captivate – зачаровувати, приваблювати

sprawl – розтягнути

thrive – процвітати

content provider – постачальник оперативної інформації,

контент провайдер

content company – консалтингова компанія, контент компанія

long-term (short-term) – короткочасний, довгостроковий
high-volume site – інформаційний портал
online magazine – онлайн журнал
slate – ам. список кандидатів
charge a subscription – проводити передплату
initial target – первісна ціль
break even – компенсувати витрати
anticipate – передбачати
haul – рейс
immediate profits – швидкі прибутки
stake out – слідкувати за
turf – бігова доріжка (на іподромі), скачки
promote brand names – продвигати брендові ім'я
conduct transaction – здійснити угоду
eliminate middlemen – обійтися без посередників
break through – здійснити прорив
retailer – торговець дрібним товаром
figure out – обчислювати, зрозуміти
capture – захопити, взяти в полон
revenue – річний прибуток
downloading pages – завантажені сторінки
trump – перевершити
electronic tablet – електронний таблоїд

THE INTERNET: CONTENT OR DISCONTENT? *BY BILL GATES*

1. The Internet is destined to be the dominant form of media, but until it becomes mainstream several years from now it will be tough for publishers to make money on the Web. Too much information is being given away to make selling content viable; and the audience is still too small to captivate advertisers.

“Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting” I declared at the beginning of 1996.”The television revolution that began half a century ago spawned a number of industries, including the

manufacturing of TV sets, but the long-term winners were those who used the medium to deliver information and entertainment”.

I still think that’s true, but it certainly hasn’t happened yet. Fortunately, I warned that it would take time.

“For the Internet to thrive, content providers must be paid for their work,” I wrote “the long-term prospects are good, but I expect a lot of disappointment in the short-term as content companies struggle to make money through advertising or subscriptions. It isn’t working yet, and it may not for some time”.

2. CNN, USA Today, and MSNBC operate very high-volume sites, but they don’t turn much of a profit yet. Eventually they will make money because rising water will float some boats.

But Internet advertising will probably have to increase by another factor before even the busiest sites make much from ads.

Doing well will be even tougher for sites that have modest audiences. Some will succeed in a big way, but not soon.

After offering the online magazine SLATE free on the Web for two years, my company started charging a subscription in the spring of 1998. Before long we’d reached our initial target of 20,000 paying subscribers, but that’s only about a tenth the number we need to make the magazine viable.

New print publications often take years to break even. Michael., Kinsley, the founder and editor of SLATE, and I both anticipate that profits are years away. We’re in this for the long haul.

3. There are reasons to operate Web sites other than immediate profits. Companies publishing on the Web are staking out their turf. They are learning. They are using the Web to promote brand names and products.

Some sites are succeeding financially already. These are sites that conduct transactions and use the power of the internet to eliminate middlemen and drive down costs. My company’s Expedia site sells a lot of airline seats and hotel stays, for example.

Some Web sites have done well, at least among investors, by distributing content or guiding people to content. Yahoo and AOL are successfully building brand names and more or less breaking even financially. This puts them in a much stronger position than pure content providers.

Content has never been a particularly profitable business, except for a few leading companies and individuals. Not much money is made in books, for example. Some authors break through with their “brand” and make a lot of money but the vast majority of authors do not.

4. The book business is tremendously important. It makes it possible for anybody to spend a few dollars for an immense amount of information. The book industry greases the world, but few authors, publishers, distributors, or retailers ever figure out how to get much out of it financially.

Some Web content companies will make serious money, but most won't.

One of the relatively successful content areas so far has been the online delivery of information about the computer industry. The Internet is an ideal way to reach consumers interested in computers, so advertisers have been willing to support some of these sites.

But the computer trade press, and to some extent the rest of the print media, have a problem. As Web publications improve, subscriptions and advertisements will begin to fall in print publications. Publishers who treat a Web edition as a marginal cost covered by marginal income will be disappointed once advertisers start to shift dollars away from print.

Online publications that don't have print editions aren't immune. They still have substantial cost structures because consumers expect news to be up-to-date seven days a week, 24 hours a day-even though the news is free.

5. For the biggest and best of the Web's content providers, the situation will improve a lot as the Web becomes mainstream.

Digital television will help. People will start thinking about going to Web sites once they're easily available on their television sets. Sites may capture some of the revenue going to television networks today.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Прибуток; зрозуміти; річний прибуток; основна лінія; взяти в полон; зміст; передбачати; торговець дрібним товаром.

2. Find in the text the words which describe or mean the following.

- 1) to make steady progress; prosper –
- 2) to attract and hold by charm, beauty, or excellence –
- 3) a racetrack; the sport or business of racing horses –
- 4) the income of a government from all sources appropriated for the payment of the public expenses –
- 5) someone who markets merchandise –
- 6) an advantageous gain or return; benefit –

3. Translate the following words and word-combinations into Ukrainian.

The dominant form of media; deliver information and entertainment; long-term prospects; operate high-volume sites; online magazine; operate Web sites; tremendously important; immense amount of information; to some extent; the rest of the print media; treat a Web edition as; substantial cost structures; television networks; regardless of.

4. Match the words, some of them can be used more than once.

online	publications
conduct	a subscription
immediate	seats
content	transaction
airline	profits
print	magazine
high-volume	provider
charge	site

5. Match the words which are close in the meaning.

immediate	extremely
captivate	hard
transaction	quick

tough	capture
tremendously	act

6. Match the words having the opposite meaning.

dominant	minority
winner	easy
majority	gradual
tough	secondary
instant	loser

7. Complete the sentences from the text with the following words: immune, serious, revolution, brand names, up-to-date, profitable, the Internet.

- 1) The television _____ that began half a century ago spawned a number of industries.
- 2) Yahoo and AOL are successfully building _____.
- 3) Content has never been a particularly _____ business.
- 4) Some Web content companies will make _____ money.
- 5) _____ is an ideal way to reach consumers interested in computers.
- 6) Online publications that don't have print editions aren't _____.
- 7) Consumers expect news to be _____.

8. Answer the following questions:

1. Is Internet the dominant form of media now?
2. When will it be easy for publishers to make money on the Web?
3. What can help make money on the Internet?
4. How do content companies get profits?
5. Is it difficult for sites with modest audiences to do well?
6. When did Bill Gates' company start charging a subscription?
7. Is it easy or not for new print publications to break even?
8. Are immediate profits the only reasons to operate Web sites?
9. What sites are succeeding financially?

10. Can you prove that book business is important?

9. Translate the following sentences in English.

1) Кожна пора року зачаровує.

2) Американські автовиробники General Motors Corp. і Chrysler повинні стати життєздатними, інакше вони ризикують стати банкрутами.

3) Українська освіта, наука, національне виховання процвітають у цьому навчальному закладі.

4) Чи можуть тварини передбачати трагедії?

5) Загальний річний прибуток складається з суми загальних місячних прибутків.

6) Абсолютний показник – це прибуток підприємства.

7) Розбійники взяли в полон рибальське судно.

8) Слухачі цього центру освіти під час навчання використовують книжкові фонди бібліотеки навчального закладу.

WRITING

a) Translate parts 1, 2 into Ukrainian in a written form.

b) Comment on the following statements. Write 3-5 sentences.

* The Internet is destined to be the dominant form of media.

* It is easy to make money on the Web.

* The Internet is the ideal way to reach consumers.

c) Do you and your friends often go to the Web sites? Write about your work in the Internet (5-8 sentences).

d) Ask Bill Gates 5 questions on the future of the Internet (on the Internet revolution).

GRAMMAR: MODAL VERBS

1. Read the situations and write questions beginning **Can ...** or **Could ...**

1. You're carrying a lot of things. You can't open the door yourself. There's a man standing near the door. You say to him: Could you open the door, please?

2. You phone Ann but somebody else answers. Ann isn't there. You want to leave a message for her. You say: ---

3. You are a tourist. You want to go to the station but you don't know where it is. You ask at your hotel. You say: ---

4. You are in a clothes shop. You see some trousers you like and you want to try them on. You say to the shop assistant: ---

5. You have a car. You have to go to the same place as John, who hasn't got a car. You want to give him a lift. You say to John: ---

2. For each situation write a sentence with **should** or **shouldn't** + one of the following.

go away for a few days go to bed so late look for another job put some pictures on the walls take a photograph use her car so much

1. (Liz needs a change.) She should go away for a few days.

2. (My salary is very low.) You ---.

3. (Jack always has difficulty getting up.) He ---.

4. (What a beautiful view!) You---

5. (Sue drives everywhere. She never walks.) She ---.

6. (Bill's room isn't very interesting.) ---.

3. Complete these sentences with **must** or **have to** (in the correct form). Sometimes it is possible to use either; sometimes only have to is possible.

1. It's later than I thought. I must or have to go now.

2. Jack left before the end of the meeting. He had to go home early.

3. In Britain many children. --- wear uniform when they go to school.

4. When you come to London again, you --- come and see us.

5. Last night Don became ill suddenly. We --- call a doctor.

6. You really --- work harder if you want to pass the examination.

7. I'm afraid I can't come tomorrow. I. --- work late.

8. I'm sorry I couldn't come yesterday. I --- work late.

9. Paul doesn't like his new job. Sometimes he --- work at weekends.

10. Caroline may --- go away next week.

11. We couldn't repair the car ourselves. We --- take it to a garage.

12. Julia wears glasses. She --- wear glasses since she was very young.

4. Write these sentences in a different way using **may** or **might**.

1. Perhaps Margaret is in her office. _She might be in her office._

2. Perhaps Margaret is busy.

3. Perhaps she is working.

4. Perhaps she wants to be alone.

5. Perhaps she was ill yesterday.

6. Perhaps she went home early.

7. Perhaps she had to go home early.

8. Perhaps she was working yesterday.

UNIT X

COMPUTERS IN MODERN LIFE

"Computing is not about computers any more. It is about living"
(Nicholas Negroponte)

COMMUNICATION: Everyday phrases.

GRAMMAR: Modal Verbs (must, can, could, be able to).

READING: Computers.

WRITING: Comments on the statement; making the summary of the text.



WARM-UP

EVERYDAY PHRASES

Here you are! Well, I hope?	Вітаю! Як справи? Добре, я сподіваюсь?
What's the matter with you?	Що трапилося?
What's the news?	Які новини? Чи є новини?
What's wrong?	Щось не так?
What's the trouble?	Що трапилося?
Let me see what I can do for you.	Дозвольте мені допомогти вам.
May I ask a question? –Yes, certainly.	Можна запитати? – Так, звичайно.
Will you do me a favour?	Зробіть мені послугу.
What can I do for you?	Що я можу зробити для вас?
Why are you in such a hurry?	Чому ви так поспішаєте?
Who do you think I ran against?	Як ти думаєш, кого я зустрів тільки що?

Make up very short dialogues containing the expressions above.

READING

Vocabulary:

nearly – майже, приблизно

descendant – нащадок

complicated – складний, заплутаний

efficient – ефективний, дієвий

human being – людина

store information – зберігати інформацію

consume – витратити, поглинати, спожити

occupy a fraction of space – займати невеликий простір

wristwatch – наручний годинник

embedded computers – встроений комп'ютер
fighter aircraft – літак-винищувач
versatile – різнобічний
distinguish – відрізняти, розпізнати, характеризувати
capability – спроможність, можливість
chief use – головна користь
disease – хвороба

COMPUTERS

A computer is a machine that manipulates data according to a set of instructions.

When Charles Babbage, a professor of Mathematics at Cambridge University, invented the first calculating machine in 1812 he couldn't imagine the situation we find ourselves in today. Nearly everything we do in the world is helped, or even controlled by computers, the complicated descendants of his simple machine. Computers are used more and more often in the world today, for the simple reason that they are far more efficient than human beings. They have much better memories and they can store much information. No man alive can do 500000 sums in one second, but a computer can. In fact, computers can do many of the things we do, but faster and better. They can predict weather, and even play chess, write poetry or compose music.

Although mechanical examples of computers have existed through much of recorded human history, the first electronic computers were developed in the mid-20th century (1940–1945). These were the size of a large room, consuming as much power as several hundred modern personal computers (PCs). Modern computers based on integrated circuits are millions to billions of times more capable than the early machines, and occupy a fraction of the space. Simple computers are small enough to fit into a wristwatch, and can be powered by a watch battery. Personal computers in their various forms are icons of the Information Age and are what most people think of as “computers”. The embedded computers found in many

devices from MP3 players to fighter aircraft and from toys to industrial robots are however the most numerous.

The ability to store and execute lists of instructions called programmes makes computers extremely versatile, distinguishing them from calculators. The Church–Turing thesis is a mathematical statement of this versatility: any computer with a certain minimum capability is, in principle, capable of performing the same tasks that any other computer can perform. Therefore computers ranging from a mobile phone to a supercomputer are all able to perform the same computational tasks, given enough time and storage capacity.

Computers in medicine

Computers are one of great importance in modern hospital. The chief use of computers is the storing and sorting the medical knowledge which has been required in the last 50 years. No doctors can possible keep up with all discoveries. The only solution of the problem is store medical knowledge in a computer. Today there are medical computer centers where all existing knowledge of symptoms of various diseases and of their treatment is stored. Doctors fill data on symptoms in the computer and get the necessary information on correct diagnostics and treatment.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Дієвий; приблизно; різнобічний; медичні знання; розпізнати; наручний годинник; зберігати інформацію; поглинати.

2. Find in the text the words which describe or mean the following.

1) care provided to improve a situation (especially medical procedures or applications that are intended to relieve illness or injury) –

2) a watch worn on a band that fastens about the wrist –

3) the power, knowledge etc to do something –

4) ability or capacity to do something –

5) any sensation or change in bodily function that is experienced by a patient and is associated with a particular disease –

6) not involved or complicated; easy to understand or do –

3. *Translate the following words and word-combinations into Ukrainian.*

Symptoms of various diseases; the ability to store; capability; to predict weather; a set of instructions; Information Age; medical knowledge; a mathematical statement; versatile; occupy a fraction of the space; compose music; chief use.

4. *Match the words, some of them can be used more than once.*

great	being
store	computer
embedded	statement
personal	importance
human	capacity
storage	players
mathematical	computers
MP3	information

5. *Match the words which are close in the meaning.*

versatile	illness
descendant	many
personal	many-sided
disease	individual
numerous	ancestor

6. *Match the words having the opposite meaning.*

ability	limited
early	complicated
simple	unnecessary

versatile	inability
necessary	late

7. Complete the sentences from the text with the following words:
lists of instructions, a wristwatch, medical knowledge, the Information Age, doctor, one second, play chess.

- 1) Simple computers are small enough to fit into _____.
- 2) Personal computers in their various forms are icons of _____.
- 3) They can predict weather, and ever _____, write poetry or compose music.
- 4) No _____ can possible keep up with all discoveries.
- 5) The ability to store and execute _____ called programs makes computers extremely versatile.
- 6) No man alive can do 500000 sums in _____, but a computer can.
- 7) The only solution of the problem is store _____ in a computer.

8. Answer the following questions:

1. What is “a computer”?
2. Who invented the first calculating machine?
3. Are computers far more efficient than human beings?
4. Computers can predict weather, and ever play chess, write poetry or compose music, can't they?
5. When were the first electronic computers developed?
6. How did the first electronic computer look like?
7. What do we call “computer programmes”?
8. Why are computers important in modern medicine?
9. What do the doctors usually do using the computers?
10. Can you name other spheres where we use computers?

9. Translate the following sentences in English.

- 1) Заповнення анкети потребує приблизно 30 хвилин.

2) Головна користь капіталу не в тому, щоб зробити більше грошей, але в тому, щоб робити гроші заради покращення життя.

3) Медичні знання на території України розвивалися під впливом медичних знань інших країн.

4) У цьому фільмі мені сподобався заплутаний сюжет та гра акторів.

5) «Мова відрізняє людей від інших звірів» (Б. Грінченко).

6) Ми маємо усі можливості для дистанційного навчання – через мережу Інтернет, а також в Телеуніверситеті.

7) Прилади розрізняються за їх функціями, призначенням, принципами роботи тощо.

8) Нині кожен третій мешканець України носить наручний годинник.

WRITING

a) *Comment on the following statements using the active vocabulary of the lesson in written form (about 50 words):*

* Treat your password like your toothbrush. Don't let anybody else use it, and get a new one every six months (Clifford Stoll).

* Man is still the most extraordinary computer of all (John F. Kennedy).

b) *Make a short summary of the text.*

GRAMMAR: MODAL VERBS

1. Put in **must** or **can't**.

1. You've been travelling all day. You must be very tired.
2. That restaurant --- be very good. It's always full of people.
3. That restaurant --- be very good. It's always empty.
4. You're going on holiday next week. You --- be looking forward to it.

5. It rained every day during their holiday, so they --- have had a very nice time.
6. Congratulations on passing your exam. You --- be very pleased.
7. You got here very quickly. You --- have walked very fast.
8. Bill and Sue go away on holiday very often, so they --- be short of money.

2. Put in **can** or **could**. Sometimes either word is possible.

1. 'The phone is ringing. Who do you think it is?' 'It could be Tim'.
2. I'm really hungry. I --- eat a horse!
3. If you're very hungry, we --- have dinner now.
4. It's so nice here. I --- stay here all day but unfortunately I have to go.
5. 'I can't find my bag. Have you seen it?' 'No, but it --- be in the car'.
6. Peter is a keen musician. He plays the flute and he --- also play the piano.
7. 'What shall we do?' 'There's a film on television. We --- watch that'.
8. The weather is nice now but it --- change later.

3. Complete the sentences using **can** or **(be) able to**. Use **can** if possible; otherwise use **(be) able to**.

1. George has travelled a lot. He can speak four languages.
2. I haven't been able to sleep very well recently.
3. Sandra --- drive but she hasn't got a car.
4. I can't understand Martin. I've never --- understand him.
5. I used to --- stand on my head but I can't do it now.
6. I can't see you on Friday but I --- meet you on Saturday morning.
7. Ask Catherine about your problem. She might --- help you.

4. Write sentences about yourself using the ideas in brackets.

1. (something you used to be able to do) I used to be able to sing well.

2. (something you used to be able to do) I used ---

3. (something you would like to be able to do) I'd ---

4. (something you have never been able to do) I've ---

5. Complete the sentences with **can/can't/could/couldn't** + one of these verbs:

come cat hear run sleep wait

1. I'm afraid I can't come to your party next week.

2. When Tim was 16, he was a fast runner. He --- 100 meters in 11 seconds.

3. 'Are you in a hurry?' 'No, I've got plenty of time. I ---'.

4. I was feeling sick yesterday. I --- anything.

5. Can you speak up a bit? I --- you very well.

6. 'You look tired'. 'Yes, I --- last night'.

MODULE 4
UNIT XI
ADVERTISING METHODS AND WAYS

"Advertisements contain the only truth to be relied on in a newspaper"
(Thomas Jefferson)

COMMUNICATION: Agreement and disagreement

GRAMMAR: Passive Voice

READING: Basic Advertising Techniques

WRITING: Ad terms; comparison of Ukrainian and foreign commercials



WARM-UP

AGREEMENT AND DISAGREEMENT

(Part I)

I'm exactly of the same opinion.	Я тієї ж думки.
Oh, exactly!	Саме так!
I can't help thinking the same.	Не можу не погодитися.
I absolutely agree.	Повністю згоден.
As a matter of fact, I don't agree.	Фактично, я не згоден.
I'm not sure, in fact.	Взагалі-то, я не згоден.
I'm not at all convinced.	Я не дуже впевнений.
I'm afraid I entirely disagree with ...	Боюся, я повністю не погоджуся з ...
I don't think that's right.	Не вважаю, що це правильно.
I can't say I share your view.	Не можу сказати, що поділяю вашу точку зору.
That's not my way of looking at it.	Це не моя точка зору.

Express your agreement/disagreement with/against the following statements, requests, opinions and remarks.

- 1) Foxes are sly creatures.
- 2) Children must go to bed early.
- 3) You must take the pills.
- 4) May I have a look at your lovely photos?
- 5) Give up smoking. It's bad for your cough.
- 6) It was you who left the window open.
- 7) Then we meet at six.
- 8) You don't care to improve your English, I am afraid.

READING

Vocabulary:

technique – прийом

commercial – реклама

identify – визначати
selling message – довід на користь придбання товару, що
рекламується
copy – рекламний текст
human – людина
process – обробляти
however – однак
even though – навіть якщо
psychological – психологічний
appeal – мотив, концепція, довід
confident – впевнений

BASIC ADVERTISING TECHNIQUES

1. One of the first principles that you must understand in advertising is that it is limited in both time and space. Television and radio commercials are usually only 10 to 60 seconds long. Print ads are usually no larger than two pages, and usually much smaller. Therefore, an advertisement must do its job quickly. It must get the consumer's attention, identify the product, and deliver the selling message in a small time or space. In order to do this, advertising often breaks the rules of grammar, image, and even society.

2. The second basic point is that advertisements usually have two parts: copy and illustrations.

3. These words give the sales message. Illustrations are the pictures or photographs. Most ads are a combination of copy and illustration. Some advertisements have small illustrations a lot of copy. Some are only an illustration with the name of the product.

4. The decision about how much copy and illustration to use depends on how the advertiser wants to present the sales message. Understanding how advertisers make the decision is complex. First you must understand how human process all kinds of information in the same way. We process some kinds of information intellectually. In other words, we think about the information in order understand it. We process other kinds of information emotionally. This means we use feelings rather than thinking to understand the information.

5. We generally process copy in ads intellectually. That is because both reading and listening are thinking processes. These

thinking processes translate symbols (written words) or sounds (spoken words) into meaning. Of course, words, especially if they are spoken, can be very emotional – they can bring memories that make you laugh or cry. However, even though spoken words are often very emotional, we must first translate them. In other words, we do not see words as reality.

6. The mind also interprets drawings and paintings intellectually. Like words, drawings and paintings are not the things themselves, but an artist's idea of them. The viewer must translate the lines, colors and shapes into meaning. Illustrations can have a lot of emotion, but again they are not reality.

7. In order to understand this idea better, think of a well-known painting such as *The 3rd of May 1808 in Madrid: The Executions on Principe Pio Hill* by Goya. This painting upsets many people. However, think of the same scene in a photograph. Most people would find the photograph even more disturbing. That is because we process photographs emotionally. To us, they are real. Therefore, photographs do not need translation. Research supports this idea. It shows that photographs attract more readers, are more believable and remembered better than illustrations.

8. Just as there are two kinds of mental processes, there are two basic ways of presenting a sales message: intellectually and emotionally. An intellectual presentation uses ideas to get a consumer to buy a product or service. For example, computer buyers usually do not think about what the machine looks like or the effect it might have on their social life. They are looking for technical information. How fast does the computer work? How large is its memory?

9. Advertisements that present a message intellectually have a lot of copy. The copy explains the uses and benefits of the product or service. In addition, such ads are not usually seen on television because television ads are very short. It requires time and careful thinking to understand a message which contains a lot of ideas. These kinds of ads usually appear in magazines or newspapers where the consumer has unlimited time to process the information.

10. Ads with an intellectual presentation usually have few illustrations. If they have any illustrations, they will probably be drawing or paintings. In this way, both parts of the ad are processed

in the same way. If they have photographs, the photographs will usually be simple, with little emotional content, usually showing only what the product looks like.

11. The second basic way to present a sales message is emotionally. In an emotional presentation, the use of the product is often not the most important sales message. Instead, the ad focuses on the buyer's social, psychological or economic needs. For example, an emotional ad may show how the product or service will make the consumers' social life better by increasing their appeal, making them feel more confident, or making them rich. Some of the most effective ads today are ones use an emotional presentation.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Порушувати правила; рішення; для кращого зрозуміння; іншими словами; це потребує часу; на додаток; почуття; соціальне життя.

2. Find in the text the words which describe or mean the following.

- 1) a person who advertises –
- 2) a process of transmitting pictures by radio waves with sound at the same time –
- 3) news or knowledge given –
- 4) advertisement inserted in a TV or radio programme –
- 5) feeling or showing confidence; certain –
- 6) of great influence; to be treated seriously; having a great effect –

3. Translate the following words and word-combinations into Ukrainian.

Space; identify the product; human process; we use feelings rather than thinking; laugh; viewer; mental processes; service; instead; social life.

4. Match the words, some of them can be used more than once.

mental	information
social	message
technical	the product
emotional	needs
selling	process
identify	buyers
computer	content
economic	life

5. Match the words which are close in the meaning.

technique	assured
job	wealthy
rich	rapidly
content	method
quickly	work

6. Match the words having the opposite meaning.

rich	rarely
usually	pastime
increase	decrease
work	poor
modern	old-fashioned

7. Complete the sentences with the following words: appeal, decision, thinking, refers to, consumer, requires.

1. Copy _____ the words in the advertisement.
2. It _____ time and careful thinking to understand a message which contains a lot of ideas.
3. Understanding how advertisers make the _____ is complex.
4. These kinds of ads usually appear in magazines or newspapers where the _____ has unlimited time to process the information.

5. This means we use feelings rather than _____ to understand the information.
6. For example, an emotional ad may show how the product or service will make the consumers' social life better by increasing their _____, making them feel more confident, or making them rich.

8. *Answer the following questions:*

- 1) What can you tell about time and space limits in advertising?
- 2) Why does advertising often break the rules of grammar, image and society?
- 3) What parts does an advertisement have?
- 4) What does the advertiser take into account presenting the sales message?
- 5) How do humans process the information (copy, drawings and paintings)?
- 6) Why is a photograph an efficient advertising technique?
- 7) What are the two basic ways of presenting a sales message?
- 8) How do TV commercials differ from ads in magazine or newspapers?
- 9) Is emotional presentation often used in effective ads?
- 10) What needs does the ad with emotional presentation focus on?

9. *Translate the following sentences in English.*

- 1) Психологічні аспекти процесу сприйняття рекламного звернення пояснюють, як саме інформує й переконує реклама.
- 2) Сьогодні телебачення пропонує дуже багато якісної реклами.
- 3) Я щойно отримав листа від мого однокурсника.
- 4) Зустріч має відбутися у квітні.
- 5) Яким чином можуть вплинути умови виховання кожного з батьків на психологічний стан та розвиток дитини?
- 6) Діяльність, пов'язана зі стадією творчості (створення тексту рекламного звернення), проходить в основному в рамках рекламних агенцій.

7) Минуле не повинно визначати майбутнє.

8) Останнім часом у нас з'явилося чимало видань, присвячених рекламі.

WRITING

a) Write out from the text all advertising terms. Use them in your own sentences.

b) Compare Ukrainian and foreign commercials you often see over TV. (Write 5 – 8 sentences)

c) Give the main advantages and disadvantages of:

- television commercials;

- radio commercials;

- print ads

GRAMMAR: PASSIVE VOICE

1. Complete the sentences using one of these verbs in the correct form:

cause damage hold include invite make overtake show
translate write

1) Many accidents _are caused_ by dangerous driving.

2) Cheese --- from milk.

3) The roof of the building --- in a storm a few days ago.

4) There's no need to leave a tip. Service --- in the bill.

5) You --- to the wedding. Why didn't you go?

6) A cinema is a place where films ---.

7) In the United States, elections for President --- every four years.

8) Originally the book --- in Spanish and a few years ago it.

9) We were driving along quite fast but we --- by lots of other cars.

2. Write questions using the passive. Some are present and some are past.

- 1) Ask about the telephone. (when/invent?)
_When was the telephone invented? _
- 2) Ask about glass. (how/make?) How ---?
- 3) Ask about Australia. (when/discover?)
- 4) Ask about silver. (what/use for?)
- 5) Ask about television. (when/invent?)

3. Put the verb into the correct form, present simple or past simple, active or passive.

- 1) It's a big factory. Five hundred people _are employed_ (employ) there.
- 2) Water --- (cover) most of the Earth's surface.
- 3) Most of the Earth's surface --- (cover) by water.
- 4) The park gates --- (lock) at 6.30 p.m. every evening.
- 5) The letter --- (post) a week ago and it --- (arrive) yesterday.
- 6) The boat --- (sink) quickly but fortunately everybody --- (rescue).
- 7) Ron's parents --- (die) when he was very young. He and his sister --- (bring) up by their grandparents.
- 8) I was born in London but I --- (grow) up in the north of England.
- 9) While I was on holiday, my camera --- (steal) from my hotel room.
- 10) While I was on holiday, my camera --- (disappear) from my hotel room.
- 11) Why --- (Sue/resign) from her job? Didn't she enjoy it?
- 12) Why --- (Bill/sack) from his job? What did he do wrong?
- 13) The company is not independent. It --- (own) by a much larger company.
- 14) I saw an accident last night. Somebody --- (call) an ambulance but nobody --- (injure) so the ambulance --- (not/need).
- 15) Where --- (these photographs/take)? In London? --- (you/take) them?

UNIT XII

GLOBAL ADVERTISING

*"Half the money I spend on advertising is wasted, and the trouble is
I don't know which half"
(Confessions of an advertising man)*

COMMUNICATION: Agreement and disagreement. Dialogues.

GRAMMAR: Passive Voice

READING: Global Marketing and Advertising

WRITING: Effective AD



WARM-UP

AGREEMENT AND DISAGREEMENT (Part II)

I agree with you up to a point/ in a sense/ in a way, but ...	Я згоден з вами / у якомусь сенсі / частково, але ...
I see what you mean, but ...	Я розумію вашу точку зору, але ...
There's some truth in what you say. However, ...	У тому, що ви говорите є доля правди. Проте ...
I agree with much of what you say, but ...	Згоден з більшою частиною того, що ви говорите, але ...
To a certain extent, yes, but...	Певною мірою – так, але...
That may be true, but on the other hand ...	Можливо це вірно, але з іншого боку ...
That's all very well, but ...	Все це дуже добре, але...
I agree in principle, but...	По суті, я згоден, але ...
There's much in what you say, but ...	У тому, що ви говорите є сенс, але ...
In spite of what you say, I think ...	Не дивлячись на те, що ви говорите, я думаю ...
That's one way of looking at it, but ...	Це – один з поглядів на проблему, але ...
Well, I wouldn't say that exactly.	Ну, я б сказав по-іншому.
OK, but ...	Добре, але ...

Make up short dialogues with the expressions above.

READING

Vocabulary:

durable goods – товари тривалого використання

flagship brands – лідируючі марки

detergent – миючий засіб

reason – причина

brand consistency – постійність (незмінність) марки

obstacle – перешкода
unprocessed food – не перероблені продукти
prohibit – забороняти
acceptable – припустимий
partial nudity – напівгола фігура

GLOBAL MARKETING AND ADVERTISING

There are some products that can be marketed around the globe without much variation in the marketing strategy or ad campaign.

These are usually durable goods that vary little between markets (e. g., machine parts) or flagship brands that are known across borders. One example of such a brand is Coca-Cola. Coke uses the same strategy from country to country and it often uses the same commercial, just translating them into different languages. Other products that have standardized marketing campaigns include Unilever detergents, Marlboro cigarettes, Perrier water, Kellogg's Frosted Flakes, Pond's skin creams, Ajax cleaners, Canada Dry mixers, Exxon oil, Levi's blue jeans, and British Airways. This trend toward standardized marketing is growing.

Reasons

There are several reasons why companies are turning to global marketing. First of all, it is less expensive. It saves time and money if a company only needs to translate its advertisements in different markets. Second, a unified market is growing across country borders. This market is created in part by global media, such as Rupert Murdoch's Sky Channel. Ted Turner's TBS channel, CNN, and Music Box and MTV, which are both music video channels show the same programs everywhere. A new generation of consumers follows the same trends whether they live in Sweden or Colombia. Third, as consumers increase their international travel, companies want them to recognize their products across country lines. As the world gets smaller, companies try to maintain brand consistency.

Obstacles

There are, however, obstacles to the global strategy. Some of the obstacles relate to the products themselves. Certain products, such as unprocessed foods, are difficult to market through a standardized approach. People don't change eating habits readily. Companies usually need to use local strategies for this kind of product. Other obstacles relate to the ad campaigns. Some countries limit or altogether prohibit commercials on TV. A company that depends on a standardized TV ad may have to adapt its ad to other media in these countries. Also many countries require local participation in advertisements so that often ads must be remade locally. Countries also vary on what they consider acceptable advertising material. In the United States and Asia, partial nudity in general advertising is not acceptable; in Western Europe it is. Finally, some countries prohibit advertisements that do not reflect local culture, as they fear colonization of the local culture.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Миючий засіб; напівгола фігура; постійність марки; перекладати на різноманітні мови; певні продукти; залежить від; зберігати час та гроші; забороняти.

2. Find in the text the words which describe or mean the following.

- 1) substance that removes dirt –
- 2) the earth, its countries and people –
- 3) fact, thing, etc which represents a general rule –
- 4) movable property; merchandise –
- 5) something that stops progress or makes it difficult –
- 6) say that something must not be done, that somebody must not to do something –

3. Translate the following words and word-combinations into Ukrainian.

Market round the global; durable goods; flagship brands; unified market; global media; follow the trend; maintain brand consistency; prohibit commercials on TV; acceptable advertising material; colonization of the local culture.

4. Match the words, some of them can be used more than once.

durable	consistency
partial	food
marketing	brands
global	goods
flagship	culture
local	media
brand	strategy
unprocessed	nudity

5. Match the words which are close in the meaning.

example	little
prohibit	permanent
small	instance
durable	understand
recognize	ban

6. Match the words having the opposite meaning.

without	firstly
finally	away from
include	whole
toward	with
partial	exclude

7. Complete the sentences with the following words: obstacles, reasons, consistency, durable, trend, require.

1. These are usually _____ goods that vary little between markets (e. g., machine parts) or flagship brands that are known across borders.
2. There are several _____ why companies are turning to global marketing.
3. This _____ toward standardized marketing is growing.
4. Also many countries _____ local participation in advertisements so that often ads must be remade locally.
5. As the world gets smaller, companies try to maintain brand _____.
6. Other _____ relate to the ad campaigns.

8. *Answer the following questions:*

- 1) What goods and brands are known across borders?
- 2) Are the marketing strategy and campaign of such goods different or the same in different countries?
- 3) Can you give examples of products, which have standardized marketing campaigns?
- 4) What advertisements are used in global marketing?
- 5) Do global media help to create a global market?
- 6) Does international travel promote global marketing?
- 7) Is a standardized approach suitable for marketing unprocessed food?
- 8) What strategies are usually used for this kind of product?
- 9) What variations in advertising the product may be observed in different countries?
- 10) How does advertising in Asia differ from that in Europe?

9. *Translate the following sentences in English.*

- 1) Якщо рекламу тютюну забороняють, тому що тютюн небезпечний, тоді також потрібно заборонити рекламу автомобілів тощо.
- 2) Реклама в нашому житті починає набувати все більшої ваги.
- 3) Гроші в банківському сейфі можна зберігати шість років.

4) Сприйняття є важливою складовою процесу спілкування й переконання.

5) Переважна частина моделей марки були продані на авторинках країн, що розвиваються.

6) V&C – це лідируюча марка європейського рекламно-корпоративного, одягу.

7) З якої причини він звільнився?

8) Не секрет, що при виборі товарів тривалого використання, люди досить уважно прислухаються до порад, які надають продавці-консультанти в магазинах.

WRITING

What is your idea of an effective ad? Give an example and the arguments to support your choice. (4 – 6 sentences)

GRAMMAR: PASSIVE VOICE

1. Rewrite these sentences. Instead of using 'somebody/they/people' etc. write a passive sentence.

1) Somebody cleans the room every day. _The room is cleaned every day._

2) They cancelled all flights because of fog. All ---

3) People don't use this road very often. ---

4) Somebody accused me of stealing money. I ---

5) How do people learn languages? How ---

6) People advised us not to go out alone. ---

2. Make sentences from the words in brackets. Sometimes the verb is active, sometimes passive. (This exercise also includes the past simple)

1) There's somebody behind us. (I think/we/follow) _I think we're being followed._

2) This room looks different. (you/paint?) _Have you painted it?_

3) My car has disappeared. (it/steal!) It ---

- 4) My umbrella has disappeared. (somebody/take) Somebody ---
- 5) Tom gets a higher salary now. (he/promote) ---
- 6) Ann can't use her office at the moment. (it/redecorate) ---
- 7) The photocopier broke down yesterday, but now it's OK. (it/work/again; it/repair) ---
- 8) The police have found the people they were looking for. (two people/arrest/last night) ---
- 9) A tree was lying across the road. (it/blow down/in the storm) ---
- 10) The man next door disappeared six months ago. (nobody/see/since then) ---
- 11) I was mugged on my way home a few nights ago. (you/ever/mug?) ---

3. *When were they born? Choose five of these people and write a sentence for each. (Two of them were born in the same year)*

Beethoven Galileo Elvis Presley 1452 1869 1929
 Agatha Christie Mahatma Gandhi Leonardo da Vinci 1564 1891
 1935

Walt Disney Martin Luther King William Shakespeare 1770 1901

- 1) _Walt Disney was born in 1901._
- 2) ---
- 3) ---
- 4) ---
- 5) ---
- 6) ---
- 7) And you? I ---

4. *Write these sentences in another way, beginning in the way shown.*

- 1) They didn't give me the money. I _wasn't given the money._
- 2) They asked me some difficult questions at the interview. I ---
- 3) Janet's colleagues gave her a present when she retired. Janet ---
- 4) Nobody told me that George was ill. I wasn't ---
- 5) How much will they pay you? How much will you ---
- 6) I think they should have offered Tom the job. I think Tom ---
- 7) Has anybody shown you what to do? Have you ---

UNIT XIII ADVERTISING MESSAGES

"Advertising is the modern substitute for argument; its function is to make the worse appear the better"
George Santayana

COMMUNICATION: Incorrect things

GRAMMAR: Reported Speech

READING: Writing the Copy

WRITING: Ad Copy



WARM-UP

TO SAY SOMETHING IS NOT CORRECT USE THE FOLLOWING:

Sorry, that's not right.	Вибачте, це не так.
I'm afraid you are not quite right.	Боюся, ви не зовсім маєте рацію.
I'm not sure you're right about...	Я не впевнений, що ви маєте рацію в ...
I'm sorry, but you must be mistaken.	Даруйте, але ви, мабуть, помиляєтеся.
Nothing of the kind.	Нічого подібного.
I might have misunderstood you, but ...	Я міг вас не зрозуміти, але ...
You must have missed the point.	Ви, мабуть, не зрозуміли суть.
No, that's all wrong.	Ні, зовсім не правильно.
Far from it.	Зовсім не так.

Make up the situations for expressions above.

READING

Vocabulary:

- advertising copy – рекламний текст
- product trial – пробне використання товару
- product adoption – прийняття товару
- message content – зміст звертання
- advertising message – рекламне звертання
- information element – елемент інформації
- feature – риса, деталь, особливість, ознака, властивість
- appeal – мотив, концепція
- ad appeal – ідея реклами, концепція реклами
- sex appeal – мотив сексуальної привабливості
- ad slogan – рекламний девіз, слоган
- offering – пропозиція
- wear – знос

creative people – творчі працівники
premise – передумова
theme line – основна думка
consumer magazine – споживчий журнал
logo – логотип
layout – макет, план, схема
visibility – видимість, оглядовість, розрізнення

WRITING THE COPY

1. The central element of an advertising program is the advertising copy, the messages that the target audience is intended to see (as in magazines, newspapers, and TV) or hear (as in radio and TV). This usually involves identifying the key benefits of the product that are deemed important to a prospective buyer in making trial and adoption decisions.
2. Message Content. Every advertising message is made up of both informational and persuasion elements. These two elements, in fact, are so entwined that it is sometimes difficult to tell them apart. For example, basic information contained in many ads such as the product name, benefits, features, and price are presented in a way that tries to attract attention and encourage purchase.
Information and persuasive content can be combined in the form of an appeal to provide a basic reason for the consumer to act. Although the marketer can use many different types of appeals, common advertising appeals include fear appeals, sex appeals, and humorous appeals.
3. Fear appeals suggest to the consumer that he or she can avoid some negative experience through the purchase and use of the product. Life insurance companies often try to show the negative effects of premature death on the relatives of those who don't carry enough life insurance. The famous advertising slogan of "ring around the collar" shows that others will be repelled if they observe a person with a stained collar. When using fear appeals, the advertiser must be sure that the appeal is strong enough to get the audience's attention and concern

but not so strong that it will lead them to “tune out” the message.

4. In contrast, sex appeals suggest to the audience that the product will increase the attractiveness of the user. Sex appeals can be found in almost any product category from automobiles to toothpaste. Unfortunately, many commercials that use sex appeals are only successful at gaining the attention of the audience; they have little impact on how consumers think, feel, or act. Some advertising experts even argue that such appeals get in the way of successful communication by distracting the audience from the purpose of the ad.
5. Humorous appeals imply either directly or more subtly that the product is more fun or exciting than competitors’ offerings. As with fear and sex appeals, the use of humor is widespread in advertising and can be found in many product categories. Unfortunately for the advertiser, humor tends to wear out quickly, thus boring the consumer.
6. Creating the Actual Message. The “creative people”, or copywriters, in an advertising agency have the responsibility to turn appeals and features such as quality, style, dependability, economy, and service into attention-getting, believable advertising copy. This often relies on creative use of fear, sex, humor, sound, or visual effects.

A relatively new upstart among advertising agencies “Fallen. McElligott, Inc. (FM)” was designated as advertising *Age magazine’s Agency of the Year* by using wit, irreverence, and shock in its advertising copy. Its basic premise: with the hundreds of advertising impressions most of us see every day, use creative ads – not bombardment – to get the target audience’s attention.

7. FM’s newspaper ad for ITT Life Insurance Corporation, promoting term over whole-life insurance policies, proclaimed, “Your whole life is a mistake”. For newspaper and TV ads for the *Wall Street Journal* FM came up with the theme line “The daily diary of the American dream”. Its magazine ad for Lee jeans situated among the many four-color ads in consumer magazines – is a snapshot picture of a second in the life of a

Life jeans wearer and is shown in striking black and white, except for the tiny Lee logo in the corner”.

Translating the copywriter’s ideas into an actual advertisements is also a complex process. Performing quality artwork, layout, and production for the advertisements is costly and time consuming. High-quality TV commercials typically cost about \$125,000 to produce a 30-second ad, a task done by about 2,000 small commercial production companies across the United States. High-visibility commercials can be even more expensive: two 15-second Roloids commercials involved \$500.000 and 75 people over a 6-month period. About 70 “takes” are necessary, and typical, to get things “right!”

1. Find the English equivalents in the text. Use them in the sentences of your own.

Прийняти рішення; на жаль; складний процес; відповідальність; споживач; відомий рекламний девіз; звуковий ефект; страхові компанії.

2. Find in the text the words which describe or mean the following.

- 1) approximately a twelfth of a year –
- 2) costing a great deal –
- 3) for cleaning the teeth –
- 4) value, worth; sum of money for which something is (to be) sold or bought –
- 5) wrong opinion, idea or act –
- 6) mental pictures of the future –

3. Translate the following words and word-combinations into Ukrainian.

Target audience; message content; benefit; product name; slogan; impact; copywriter; layout; quality artwork; whole-life insurance policies.

4. Match the words, some of them can be used more than once.

advertising	content
theme	magazine
quality	copy
message	line
successful	picture
ad	artwork
consumer	slogan
snapshot	communication

5. Match the words which are close in the meaning.

difficult	aim
daily	needful
necessary	resolution
target	everyday
decision	complex

6. Match the words having the opposite meaning.

under	seldom
fear	interesting
often	above
boring	blindness
visibility	courage

7. Complete the sentences with the following words: benefits, layout, persuasive, purpose, entwined.

1. On the other hand, even the most _____ advertisements have to contain at least some basic information to be successful.
2. Performing quality artwork, _____, and production for the advertisements is costly and time consuming.
3. These two elements, in fact, are so _____ that it is sometimes difficult to tell them apart.

4. Some advertising experts even argue that such appeals get in the way of successful communication by distracting the audience from the _____ of the ad.

5. This usually involves identifying the key _____ of the product that are deemed important to a prospective buyer in making trial and adoption decisions.

8. *Answer the following questions:*

- 1) What is the central element of an advertising program?
- 2) What is the advertising copy?
- 3) What elements does every advertising message include?
- 4) What does common advertising appeal include?
- 5) What do fear appeals suggest to the consumer?
- 6) What do sex appeals suggest to the consumer?
- 7) What product categories can be found?
- 8) What do humorous appeals imply?
- 9) Is the use of humor widespread in advertising?
- 10) How much do high-quality TV commercials typically cost?

9. *Translate the following sentences in English.*

1) Рекламний слоган – це короткий лозунг або девіз, що відображає якість продуктів, обслуговування, напрямок діяльності фірми.

2) В ідеалі дизайн логотипа повинен відображати основний напрямок діяльності фірми.

3) Метою розробки та прийняття даної концепції є створення конкурентного середовища в області розвитку зовнішньої реклами.

4) Величезну роль у збереженні і зміцненні позицій фірми на ринку грає реклама.

5) У наші дні концепція реклами і концепція маркетингу полягає в тому самому, у центрі, що в маркетинговій діяльності, що в рекламній коштує споживач.

6) Рекламна кампанія – це комплекс рекламних заходів, об'єднаних метою (цілями), для реалізації маркетингової

стратегії рекламодавця шляхом спонукання заданого кола споживачів до дії за допомогою рекламних звертань.

7) Сподіваюсь, що дана інформація буде корисною для вас.

8) На жаль, виникло непорозуміння стосовно виплати вищезгаданої суми.

WRITING

Make up your own advertising copy taking into account the six points (see the text).

GRAMMAR: REPORTED SPEECH

1. Yesterday you met a friend of yours, Charlie. Here are some of the things Charlie said to you:

1. I'm living in London now.
2. My father isn't very well.
3. Sharon and Paul are getting married next month.
4. Margaret has had a baby.
5. I don't know what Fred is doing.
6. I saw Helen at a party in June and she seemed fine.
7. I haven't seen Diane recently.
8. I'm not enjoying my job very much.
9. You can come and stay at my flat if you are ever in London.
10. My car was stolen a few weeks ago.
11. I want to go on holiday but I can't afford it.
12. I'll tell Ann I saw you.

Later that day you tell another friend what Charlie said. Use reported speech.

1. _ Charlie said that he was living in London now. _
2. He said that ---
3. He ---
4. ---
5. ---
6. ---
7. ---

8. ---
9. ---
10. ---
11. ---
12. ---

2. *Somebody says something to you which is the opposite of what they said before. Write a suitable answer beginning I thought you said....*

1. A: That restaurant is expensive.
B: is it? _I thought you said it was cheap._
2. A: Ann is coming to the party tonight.
B: Is she? I thought you said ---
3. A: Ann likes Paul.
B: Does she? I thought ---
4. A: I know lots of people.
B: Do you? I thought you said you ---
5. A: I'll be here next week.
B: Will you? ---
6. A: I'm going out this evening.
B: Are you? ---
7. A: I can speak a little French.
B: Can you? ---
8. A: I haven't been to the cinema for ages.
B: Haven't you? ---

3. *Here are some things that Ann said to you:*
I've never been to the United States.
I don't have any brothers or sisters.
Dave is lazy.
I don't like fish.
I can't drive.
Jane is a friend of mine
I'm working tomorrow evening.
Jane has a very well-paid job.
But later Ann says something different to you. What do you say?

1. Dave works very hard.
But you said he was lazy.
2. Let's have fish for dinner.
3. I'm going to buy a car.
4. Jane is always short of money.
5. My sister lives in London.
6. I think New York is a fantastic place.
7. Let's go out tomorrow evening.
8. I've never spoken to Jane.

4. *Complete the sentences with say or tell (in the correct form). Use only one word each time.*

1. Ann said goodbye to me and left.
2. --- us about your holiday. Did you have a nice time?
3. Don't just stand there! --- something!
4. I wonder where Sue is. She --- she would be here at 8 o'clock.
5. Jack --- me that he was fed up with his job.
6. The doctor --- that I should rest for at least a week.
7. Don't --- anybody what I --- It's a secret just between us.
8. 'Did she --- you what happened?' 'No, she didn't --- anything to me'.
9. George couldn't help me. He --- me to ask Kate.
10. George couldn't help me. He --- to ask Kate.

5. *The following sentences are direct speech:*

Don't wait for me if I'm late.

Will you marry me?

Hurry up!

Can you open your bag, please?

Mind your own business

Please slow down!

Could you repeat what you said, please?

Don't worry, sue.

Do you think you could give me a hand, Tom?

Now choose one of these to complete each sentence below. Use reported speech.

1. Bill was taking a long time to get ready, so I _told him to hurry up._

2. Sarah was driving too fast, so I asked ---

3. Sue was very pessimistic about the situation. I told ---

4. I couldn't move the piano alone, so I ---

5. The customs officer looked at me suspiciously and ---

6. I had difficulty understanding him, so I ---

7. I didn't want to delay Ann, so I ---

8. John was very much in love with Mary, so he ---

9. He started asking me personal questions, so ---

6. *Report the following.* Aunt Ivy was too busy to listen exactly to what Ben was reporting, so over lunch, she asked Ben again what Mrs Watkins had said on the telephone.

Say what Ben reports to Aunt Ivy, this time beginning with *She said...* or *She asked...* *Models:*

1. Aunt Ivy: What did she say she was ringing for?

Ben: *She said she was ringing* about your shopping list.

2. Aunt Ivy: What was that about the ham?

Ben: *She asked whether you wanted* ham or jam!

1. And did she say something about tomatoes?

2. And what was so difficult about the peas?

3. I heard that the chocolate biscuits have gone up again! What did she ask about them?

4. What did she say about my bacon?

5. And what about the oil?

6. Did she say something about gin? She ought to know I don't touch the stuff! Er ... What did she say about it, anyway?

UNIT XIV BRANDING

*"Doing business without advertising is like winking at a girl in the dark
You know what you are doing, but nobody else does"*
(Anonymous)

COMMUNICATION: Summing Up

GRAMMAR: Conditionals

READING: Brand

WRITING: Brand ideas



WARM-UP

SUMMING UP

To sum it up...	Підводячи підсумок...
Summing it up...	Підсумовуючи...
On the whole...	В цілому...
All (things) considered...	Приймаючи все це до уваги...
All in all...	В загалі...
After all...	Врешті-решт...
In the long run...	В кінцевому рахунку...
In short...	Коротше кажучи...
The long and the short of it is...	Коротше кажучи...
To cut (make) a long story short...	Двома словами...
That explains it.	Тоді зрозуміло.
(So) that it.	Так от воно що.
(So) that's that.	Так-то ось. Такі-то справи.
There it is.	Нема про що тлумачити.
And so...	Отже...
Now then...	Так от...Отже...Тепер...
Well then...	Ну тоді... У такому разі...
That's all...	Ось і все...
That's about all there is to it...	Мабуть, це і все...
So much for that.	Досить про це. Досить.
Let's round off.	Давайте закінчувати.

Make use of appropriate in discussing:

- 1) a film;
- 2) a book;
- 3) a picture;
- 4) city life and country life;
- 5) travelling by air and by sea;
- 6) sending letters by e-mail and by ordinary mail;
- 7) mental and physical work;
- 8) skiing and skating.

READING

Vocabulary:

protect – захищати

pronounce – вимовляти

recognize – дізнаватися, довідуватися

distinguish – розрізняти

private – приватний, особистий

extension – розширення

fight – боротьба

among – серед, між

suggest – пропонувати

benefit – користь, вигода

BRAND

Brand management is the application of marketing techniques to a specific product, product line, or brand.

A good brand name should:

- be protected (or at least protectable) under trademark law
- be easy to pronounce
- be easy to remember
- be easy to recognize

- be easy to translate into all languages in the markets where the brand will be used
- attract attention
- suggest product benefits (e.g.: Easy-Off) or suggest usage (note the tradeoff with strong trademark protection.)
- suggest the company or product image
- distinguish the product's positioning relative to the competition
- be attractive
- stand out among a group of other brands.

Types of brands

A number of different types of brands are recognized. A “premium brand” typically costs more than other products in the same category. These are sometimes referred to as ‘top-shelf’ products. An “economy brand” is a brand targeted to a high price elasticity market segment. They generally position themselves as offering all the same benefits as a premium product, for an ‘economic’ price. A “fighting brand” is a brand created specifically to counter a competitive threat. When a company’s name is used as a product brand name, this is referred to as corporate branding. When one brand name is used for several related products, this is referred to as family branding. When all a company’s products are given different brand names, this is referred to as individual branding. When a company uses the brand equity associated with an existing brand name to introduce a new product or product line, this is referred to as “brand extension”. When large retailers buy products in bulk from manufacturers and put their own brand name on them, this is called private branding, store brand, white labelling, private label or own brand (UK). Private brands can be differentiated from “manufacturers’ brands” (also referred to as “national brands”). When different brands work together to market their products, this is referred to as “co-branding”. When a company sells the rights to use a brand name to another company for use on a non-competing product or in another geographical area, this is referred to as “brand licensing”. An “employment brand” is created when a company wants to build

awareness with potential candidates. In many cases, such as Google, this brand is an integrated extension of their customer.

1. Find the English equivalents in the text. Use them in the sentences of your own.

Працювати разом; в багатьох випадках; розширення; споживач; потенційний кандидат; географічна зона; для використання; приваблювати увагу.

2. Find in the text the words which describe or mean the following.

- 1) rule made by authority for the proper regulation of a community or society or for correct conduct in life –
- 2) trade name –
- 3) put forward for consideration, as a possibility –
- 4) parents and children –
- 5) be easily seen above or among others –
- 6) method of doing something expertly –

3. Translate the following words and word-combinations into Ukrainian.

Protectable; non-competing product; competitive threat; ‘top-shelf’ products; equity; awareness; in many cases; fighting brand; to introduce; competition.

4. Match the words, some of them can be used more than once.

top-shelf	name
potential	area
geographical	products
brand	segment
market	law
fighting	candidates
private	brand
trademark	label

5. Match the words which are close in the meaning.

attractive	zone
suggest	own
private	pleasant
area	a lot
several	propose

6. Match the words having the opposite meaning.

sell	ignorance
create	buy
attention	destroy
offer	shortening
extension	refusal

7. Complete the sentences with the following words: awareness, elasticity, extension, brand, management.

1. When all a company's products are given different _____ names, this is referred to as individual branding.
2. An "employment brand" is created when a company wants to build _____ with potential candidates.
3. Brand _____ is the application of marketing techniques to a specific product, product line, or brand.
4. In many cases, such as Google, this brand is an integrated _____ of their customer.
5. An "economy brand" is a brand targeted to a high price _____ market segment.

8. Answer the following questions.

- 1) What is a "premium brand"?
- 2) What is an "economy brand"?
- 3) What is a "fighting brand"?

4) What is the difference between family branding and individual branding?

5) Finish the following statement: “A good brand name should...”

9. *Translate the following sentences in English.*

1) Бренд може мати вигляд власного імені, символу або графічного зображення, яке представляє економічний об'єкт та однозначно з ним асоціюється в свідомості споживачів.

2) Брендінг – діяльність по розробці марки продукту, просуванню на ринок і забезпеченню її престижності, і моніторинг на відповідність марки вимогам ринку.

3) Політика будівництва бренда повинна бути послідовною і плануватися на роки вперед.

4) Реклама – це неособистісна форма комунікації, що здійснюється за допомогою платних засобів поширення інформації з чітко зазначеним джерелом фінансування.

5) Ідентифікація торгової марки в процесі рекламного контакту необхідна для досягнення першої комунікативної мети брендингу – створення поінформованості.

6) Реклама в комп'ютерних іграх – відносно новий напрямок реклами.

7) Рекламні матеріали у пункті продажу поділяються на тимчасові та постійні.

8) Бренд менеджмент (управління брендом) залежить від вміння рекламодавця і рекламної агенції працювати з інтелектуальною власністю, товарними знаками, дизайном і текстами.

WRITING

Make up several examples of your own brands (see advice on ‘a good brand’ in the text)

GRAMMAR: CONDITIONALS

1. *Complete the sentences using would + one of the following verbs*

in the correct form:

be do enjoy enjoy phone stop

1. They helped me a lot. I don't know what I would have done without their help.
2. You should go and see the film. You --- it.
3. It's a pity you couldn't come to the party last night. You --- it.
4. I --- you last night but I didn't have your number.
5. Why don't you go and see Clare? She --- very pleased to see you.
6. I was in a hurry when I saw you. Otherwise I --- to talk.

2. Write sentences using promised.

1. I wonder why she's late. She promised she wouldn't be late.
2. I wonder why Tom hasn't written to me. He promised ---
3. I'm surprised they didn't wait for us. They ---
4. Why did you tell Jill what I said? You ---

3. What do you say in these situations? Write sentences with I wish ... would ...

1. It's raining. You want to go out, but not in the rain.
You say: I wish it would stop raining.
2. You're waiting for John. He's late and you're getting impatient.
You say (to yourself): I wish ---
3. You can hear a baby crying and you're trying to study.
You say: ---
4. You're looking for a job – so far without success. Nobody will give you a job.
You say: I wish somebody ---
5. Brian has been wearing the same clothes for years. You think he needs some new clothes.
You say (to Brian): ---
For the following situations, write sentences with I wish ... wouldn't...
6. Your friend drives very fast. You don't like this.
You say (to your friend): I wish you ---
7. Jack always leaves the door open. This annoys you.

You say (to Jack): ---

8. A lot of people drop litter in the street. You don't like this.

You say: I wish people ---

4. Are these sentences right or wrong? Correct the ones that are wrong.

1. I wish Sarah would be here now.
2. I wish you would listen to me.
3. I wish I would have more money.
4. I wish it wouldn't be so cold today.
5. I wish the weather would change.
6. I wish you wouldn't complain all the time.
7. I wish everything wouldn't be so expensive.

ADDITIONAL TEXTS FOR INDIVIDUAL READING

Text 1

ADVERTISING

Advertising is a form of communication used to help sell products and services. Typically it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. However, advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the “brand image”. For these purposes, advertisements sometimes embed their persuasive message with factual information. There are many media used to deliver these messages, including traditional media such as television, radio, cinema, magazines, newspapers, video games, the carrier bags, billboards, mail or post and Internet marketing. Today, new media such as digital signage is growing as a major new mass media. Advertising is often placed by an advertising agency on behalf of a company or other organization.

Organizations that frequently spend large sums of money on advertising that sells what is not, strictly speaking, a product or service include political parties, interest groups, religious organizations, and military recruiters. Non-profit organizations are not typical advertising clients, and may rely on free modes of persuasion, such as public service announcements.

Money spent on advertising has increased dramatically in recent years. In 2007, spending on advertising has been estimated at over \$150 billion in the United States and \$385 billion worldwide, and the latter to exceed \$450 billion by 2010.

While advertising can be seen as necessary for economic growth, it is not without social costs. Unsolicited Commercial Email and other forms of spam have become so prevalent as to have become a major

nuisance to users of these services, as well as being a financial burden on internet service providers. Advertising is increasingly invading public spaces, such as schools, which some critics argue is a form of child exploitation. In addition, advertising frequently uses psychological pressure (for example, appealing to feelings of inadequacy) on the intended consumer, which may be harmful.

Text 2

ADVERTISING AS A TOOL FOR ECONOMY



Advertising is a tool for moving the economy forward. In every developed and developing democratic country advertising is used by manufacturers to improve the level of the people's awareness about their products and, as a result, to increase the sales. Buying more products we make the manufacturers richer, but at the same time we make them pay more taxes and thus, enrich our country too. The whole process would be impossible without advertising, as it forces consumers to buy more. And television plays a crucial role in this process as it represents a medium for conveying such type of advertising information. Television allows using all available methods: the combination of moving images and the sound which provides a high level of involvement of the viewers in what is happening on the TV screen. Moreover, another advantage is the size

of the audience which may number millions of people depending on the rating of the television company and the audience of a certain TV show or a movie. Television provides unique possibilities for companies to plan and realize effective advertising strategy. The instantaneity of its broadcasting allows the advertiser to control when his message will be received by the audience – and not a specific day of week, but the specific hour and the minute. And this allows choosing specific audience for the advertisement – housewives, children, sport lovers etc. Thus, television advertising is a very effective way to improve sales of the products being advertised.

Text 3

ADVERTISEMENT AS A SERVICE

Although the average citizen is usually annoyed by all the advertisements printed in newspapers and magazines and the commercials broadcast on TV, the impact of the whole advertising industry on a single person is immense and plays a very important role in our lives. Advertising absorbs vast sums of money but it is useful to the community. What are the functions of advertisements? The first one to mention is to inform. A lot of the information people have about household devices, cars, building materials, electronic equipment, cosmetics, detergents and food is largely derived from the advertisements they read. Advertisements introduce them to new products or remind them of the existing ones. The second function is to sell. The products are shown from the best point of view and the potential buyer, on having entered the store, unconsciously chooses the advertised products. One buys this washing powder or this chewing gum, because the colorful TV commercials convince him of the best qualities of the product. Even cigarettes or sweets or alcohol are associated with the good values of human life such as joy, freedom, love and happiness, and just those associations make a person choose the advertised products. The aim of a good advertisement is to create a consumer demand to buy the advertised product or service. Children are good example as they usually want the particular kind of chocolate or toy or chewing-gum. Being naive

they cannot evaluate objectively what is truthful and what is exaggerated and select the really good products unless they buy the goods and check for themselves. Thirdly, since the majority of advertisements are printed in our press we pay less for newspapers and magazines, also TV in most countries in cheap. The public advertising seen on street hoardings, railway stations and buildings makes people's life more joyful. Moreover, all those small ads in the press concerning "employment", "education" and "For sale and wanted" columns, help ordinary people to find a better job or a better employee, to sell or to buy their second-hand things and find services, or learn about educational facilities, social events such as, concerts, theatre plays, football matches, and to announce births, marriages and deaths. Thus despite our dissatisfaction when being bombarded by all the advertisers' information we must admit that they do perform a useful service to society, and advertisements are an essential part of our everyday life.

Text 4

THE PURPOSE OF ADVERTISING

The purpose of advertising is to promote a product or service in order to increase sales and create a branding of the product so that a customer loyalty base will be established. Without effective and targeted advertising, a business cannot succeed. There are many types of advertising a business can utilize in effort to increase their sales.

The following lists a number of types of advertising available to businesses:

Television and Radio

Since television was first introduced, businesses have had tremendous success using it as an advertising medium. This is due to the increase in consumers watching television. The cost of television depends on the time of day or night one advertises, the popularity of the television show (how many viewers) and the length of the advertisement. Television advertising can reach millions of people.

Radio advertising is a traditional advertising format that uses voice and jingles.

Print

This includes newspapers, magazines, fliers, brochures...etc. Placing advertisements in magazines and newspapers is an age old method of advertising. Newspapers and the magazines sell the advertising space. Prices depend on location, size, graphics, and color. Advertising success often depends on the number of subscribers. Print advertising allows a business to target a specific demographic. Fliers and brochures are a great way to advertise sales and launch special product promotion programs.

Internet Advertising

Online advertising consists of small ads, banner ads, text ads, video ads, pay-per-click advertising, and reciprocal linking to other websites. The effectiveness of online advertising depends on exposure and how many people actually view the advertisement. Internet advertising allows the advertiser to track the number of impressions an ad gets (how many people see it), and how many visits their business website receives from particular ads, making it simple to find out what kind of conversion rates the advertisers are obtaining. Online advertising does not have any time restraints and can be viewed day and night throughout the world. Businesses also have their own websites as an advertising tool. A well-designed and well-promoted website can provide a world of customers.

Out-of-Home Advertising

This can include digital signage, billboards, kiosks, tradeshow, and out-of-home advertising. This is advertising that takes place outside of a customer's home. This form of advertising has become very popular because it provides a new way to reach targeted customers. Billboards, kiosks, and tradeshow have been extremely successful advertising tools because you can take your product or service directly to the consumer. Digital signage is a newer method

of advertising that is growing in popularity. Digital signage is where monitors/plasma TVs are placed in strategic locations and display advertisements directed at their targeted customer. Digital signage can deliver messages in the form of text and digital video. Advertisers have the ability to up date content from a remote location. You can find digital signage in such places as sports arenas, retail stores, department stores, malls, schools...etc.

Regardless of the state of the economy, businesses have to keep advertising to stay successful. Because of the broad range of advertising methods now available, businesses now have the ability to reach their targeted customers at very affordable costs.

Text 5

HOW ADVERTISING WORKS

There are many different ways that advertisers research and find out what products will sell to what audiences. The way that advertisers find out this information is they go on “cool hunts” to find out what the age group they are trying to sell to would think of the ad. Then the companies use propaganda (jingles, slogans, and logos) to make the viewer remember the product. Advertisers use basic models to see if the ad will hold, capture, and convince the viewer of what they are seeing. With these tools advertisers can essentially predict whether or not the advertisement is effective.

Advertisements play on emotions with different techniques. By looking at what children want advertisers can aim products at specific types of kids. In the film “The Merchants of Cool” we see “market research” these researchers and trend watchers are able to study a group of people and survey them about what they want, who they look up to, and what they think is cool. By figuring out these things they are better able to show us ads that we will relate to and buy into. By targeting pleasure, satisfaction, happiness, and joy advertisers can hit their goals close to what we emotionally want. They know our human needs and wants which make up persuasion and they aim for it (G). By studying kids and what kids want advertising companies can make ideal commercials, which target

what the kids in test groups have told them about what they want. Kids are paid by many large organizations to sit and talk about what they think is cool and what they would buy. These ideas are then put into production.

Another way that companies use children to help them with their advertising is that they find these vital kids who set trends. Companies have these kids do what advertisers call “viral” advertising. This is in short having kids go to their peers and verbally telling them which products they need. Now, instead of saying “no” to the TV ad these kids have to also stand up to their peers. There are so many ways that advertisers try to get children to buy their products/use tools against them.

Everything that these market researchers and kids have told companies now can be used and put into production. The other thing that advertisers have to take into consideration is that when looking at these ads our brains go through a basic and general outline of how they respond to what they see.

How advertising works:

- Attention – the advertisement grabs the viewer’s attention with something catchy, it draws the viewer in to the ad. This would be something like a funny picture somebody saying something alarming.

- Interest – it grabs the viewer’s interest and makes them think about their life, it helps them visualize themselves with the product it creates a spark in the consumer that makes them think about the ad deeper. This would be something like kids playing with a toy and their friend.

- Decision – does this ad make the viewer feel anything? The viewer makes their decision about the product. Do they think the ad is stupid or well done? Do they want the product? Do they need the product? They make up their mind. This is when the viewer decides if they like the product.

- Action – the viewer decides if this product is going to help them or not, to buy or not (Propaganda)?

These basic steps are how our mind reacts to ads. It is a general outline, however, in our minds if we are ignoring these ads do not think about each ad individually or subconsciously. Our minds don’t think out what every ad is saying and pick it apart but our minds do

go through steps to create our opinions on the product. So if advertising companies put what they know about what kids want and what they know about how kids will react to ads they can use different types of propaganda to make sure the ads convince kids to buy their product.

Text 6

COPYWRITING

Copywriting is the use of words to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to such promotional situations, regardless of media (as advertisements for print, television, radio or other media). The author of newspaper or magazine copy, for example, is generally called a reporter or writer, not a copywriter.

(Although the word copywriting is correctly and regularly used as a noun or gerund, and copywrite is sometimes used as a verb by professionals, copywrite is not listed by major dictionaries. Copywrite as a noun is always incorrect).

Thus, the purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act – for example, to buy a product or subscribe to a certain viewpoint. Alternatively, copy might also be intended to dissuade a reader.

Copywriting can appear in direct mail pieces, taglines, jingle lyrics, web page content (although if the purpose is not ultimately promotional, its author might prefer to be called a content writer), online ads, e-mail and other Internet content, television or radio commercial scripts, press releases, white papers, catalogs, billboards, brochures, postcards, sales letters, and other marketing communications media.

Content writing on websites is also referred to as copywriting, and may include among its objectives the achievement of higher rankings in search engines. Known as “organic” search engine optimization (SEO), this practice involves the strategic placement and repetition

of keywords and keyword phrases on web pages, writing in a manner that human readers would consider normal.

Text 7

COPYWRITERS

Most copywriters are employees within organizations such as advertising agencies, public relations firms, web developers, company advertising departments, large stores, marketing firms, broadcasters and cable providers, newspapers, book publishers and magazines. Copywriters can also be independent contractors freelancing for a variety of clients, at the clients' offices or working from their own, or partners or employees in specialized copywriting agencies.

A copywriter usually works as part of a creative team. Agencies and advertising departments partner copywriters with art directors. The copywriter has ultimate responsibility for the advertisement's verbal or textual content, which often includes receiving the copy information from the client. (Where this formally extends into the role of account executive, the job may be described as "copy/contact") The art director has ultimate responsibility for visual communication and, particularly in the case of print work, may oversee production. Either person may come up with the overall idea for the advertisement or commercial (typically referred to as the concept or "big idea"), and the process of collaboration often improves the work.

Copywriters are similar to technical writers and the careers may overlap. Broadly speaking, however, technical writing is dedicated to informing readers rather than persuading them. For example, a copywriter writes an ad to sell a car, while a technical writer writes the operator's manual explaining how to use it.

Because the words sound alike, copywriters are sometimes confused with people who work in copyright law. The careers are unrelated.

Famous copywriters include David Ogilvy, William Bernbach and Leo Burnett. Many creative artists spent some of their career as copywriters before becoming famous for other things, including

Dorothy L. Sayers, Viktor Pelevin, Eric Ambler, Joseph Heller, Terry Gilliam, William S. Burroughs, Salman Rushdie, Don DeLillo, Lawrence Kasdan, Fay Weldon, Philip Kerr and Shigesato Itoi. (Herschell Gordon Lewis, on the other hand, became famous for directing violent exploitation films, then became a very successful copywriter).

The Internet has expanded the range of copywriting opportunities to include web content, ads, commercial emails and other online media. It has also brought new opportunities for copywriters to learn their craft, conduct research and view others' work. And the Internet has made it easier for employers, copywriters and art directors to find each other.

As a result of these factors, along with increased use of independent contractors and virtual commuting generally, freelancing has become a more viable job option, particularly in certain copywriting specialties and markets. A generation ago, professional freelance copywriters (except those between full-time jobs) were rare.

While schooling may be a good start or supplement in a budding copywriter's professional education, working as part of an advertising team arguably remains the best way for novices to gain the experience and business sense required by many employers, and expands the range of career opportunities.

Text 8

EFFECTIVE AD TYPES

People get their news from so many sources these days that newspapers aren't as effective as they once were. This doesn't mean your newspaper ad won't be effective, but it does mean you need to plan your print ads more strategically. Some types of ads will be more effective than others. It will depend on your target audience, the type of products you offer and where the ad is seen.

Newspapers generally feature two types of ads. First, there is the classified ad or text ad, and then you have retail advertising or display ads. The display ad may be all text or include images and can

be found throughout the publication. All of the following types of newspaper ads refer to display ads.

Business Card Ad – This type of ad basically says who and where you are, and what you sell. It may include your logo. Short and sweet, that's it. This could be a nice small ad that you run year round.

Coupon Ad – These are great for sales promotions to bring new customers to the store. By offering a certain dollar or percent amount off your merchandise, the coupon offer is also one of the easiest ads to track the effectiveness.

Sale Ad – Instead of offering a discount to a particular customer like the Coupon Ad, the Sale Ad invites the public into their store to receive a discount on a product, department or the entire store. Most retailers limit the extent of their newspaper advertising to the ad featuring a clearance or other markdown sale.

Spotlight Ad – This type of newspaper ad focuses the attention to a particular product, product line, staff member or customer of your business. This looks good as a larger display ad run just a few times each year.

Informational Ad – This ad could be written as a Q&A ad offering your professional advice on a topic your store covers. It could also be written in a journalistic style making it read like an article instead of an advertisement.

Text 9

MOBILE BILLBOARD ADVERTISING

Mobile billboards are truck- or blimp-mounted billboards or digital screens. These can be dedicated vehicles built solely for carrying advertisements along routes preselected by clients, or they can be specially-equipped cargo trucks. The billboards are often lighted; some being backlit, and others employing spotlights. Some billboard displays are static, while others change; for example, continuously or periodically rotating among a set of advertisements.

Mobile displays are used for various situations in metropolitan areas throughout the world, including:

- Target advertising
- One-day, and long-term campaigns
- Conventions
- Sporting events
- Store openings and similar promotional events
- Big advertisements from smaller companies
- Others.

Text 10

PUBLIC SERVICE ADVERTISING

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation, religious recruitment, and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. “Advertising justifies its existence when used in the public interest – it is much too powerful a tool to use solely for commercial purposes” – Attributed to Howard Gossage by David Ogilvy.

Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of several governments.

Subway stations in Berlin are redesigned into product halls and exclusively leased to a company. Düsseldorf even has ‘multi-sensorial’ adventure transit stops equipped with loudspeakers and systems that spread the smell of a detergent. Swatch used beamers to project messages on the Berlin TV-tower and Victory column, which was fined because it was done without a permit. The illegality was part of the scheme and added promotion.

It’s standard business management knowledge that advertising is a pillar, if not “the” pillar of the growth-orientated free capitalist economy. “Advertising is part of the bone marrow of corporate capitalism”. “Contemporary capitalism could not function and global production networks could not exist as they do without advertising”.

For communication scientist and media economist Manfred Knoche at the University of Salzburg, Austria, advertising isn’t just simply a ‘necessary evil’ but a ‘necessary elixir of life’ for the media business, the economy and capitalism as a whole. Advertising and mass media economic interests create ideology. Knoche describes advertising for products and brands as ‘the producer’s weapons in the competition for customers’ and trade advertising, e. g. by the automotive industry, as a means to collectively represent their interests against other groups, such as the train companies. In his view editorial articles and programmes in the media, promoting consumption in general, provide a ‘cost free’ service to producers and sponsoring for a ‘much used means of payment’ in advertising. Christopher Lasch argues that advertising leads to an overall increase in consumption in society; “Advertising serves not so much to advertise products as to promote consumption as a way of life”.

Text 11

INFLUENCING AND CONDITIONING



Advertising for McDonald's on the Via di Propaganda, Rome, Italy

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 humour as well as of associations with colour, 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. Evidently, in a society in which revenue of attention moves to the fore, consumption is drawn by one's self-esteem. 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 councillor 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' (Miller and Rose, 1997, cited in Thrift, 1999, p. 67). 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”.

Before advertising is done, market research institutions need to know and describe the target group to exactly plan and implement the advertising campaign and to achieve the best possible results. A whole array of sciences directly deal with advertising and marketing or is used to improve its effects. Focus groups, psychologists and cultural anthropologists are “de rigueur” in marketing research”. Vast amounts of data on persons and their shopping habits are collected, accumulated, aggregated and analysed with the aid of credit cards, bonus cards, raffles and, last but not least, internet surveying. With increasing accuracy this supplies a picture of behaviour, wishes and weaknesses of certain sections of a population with which advertisement can be employed more selectively and effectively. The efficiency of advertising is improved through advertising research. Universities, of course supported by business and in co-operation with other disciplines, mainly Psychiatry, Anthropology, Neurology and behavioural sciences, are constantly in search for ever more refined, sophisticated, subtle and crafty methods to make advertising more effective. “Neuromarketing is a controversial new field of marketing which uses medical technologies such as functional Magnetic Resonance Imaging (fMRI) – not to heal, but to sell products. Advertising and marketing firms have long used the insights and research methods of psychology in order to sell products, of course. But today these practices are reaching epidemic levels, and with a complicity on the part of the psychological profession that exceeds that of the past. 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”.

Text 12

THE COMMERCIALISATION OF CULTURE AND SPORTS

Performances, exhibitions, shows, concerts, conventions and most other events can hardly take place without sponsoring. The increasing lack arts and culture they buy the service of attraction. Artists are graded and paid according to their art's value for commercial purposes. Corporations promote renown artists, therefore getting exclusive rights in global advertising campaigns. Broadway shows, like 'La Bohème' featured commercial props in its set.

Advertising itself is extensively considered to be a contribution to culture. Advertising is integrated into fashion. On many pieces of clothing the company logo is the only design or is an important part of it. There is only little room left outside the consumption economy, in which culture and art can develop independently and where alternative values can be expressed. A last important sphere, the universities, is under strong pressure to open up for business and its interests.



Inflatable billboard in front of a sports stadium

Competitive sports have become unthinkable without sponsoring and there is a mutual dependency. High income with advertising is only possible with a comparable number of spectators or viewers. On the other hand, the poor performance of a team or a sportsman results in less advertising revenues. Jürgen Hüther and Hans-Jörg Stiehler talk about a 'Sports/Media Complex which is a complicated mix of media, agencies, managers, sports promoters, advertising etc. with partially common and partially diverging interests but in any case

with common commercial interests. The media presumably is at centre stage because it can supply the other parties involved with a rare commodity, namely (potential) public attention. In sports “the media are able to generate enormous sales in both circulation and advertising”.

“Sports sponsorship is acknowledged by the tobacco industry to be valuable advertising. A Tobacco Industry journal in 1994 described the Formula One car as ‘The most powerful advertising space in the world’. In a cohort study carried out in 22 secondary schools in England in 1994 and 1995 boys whose favourite television sport was motor racing had a 12.8% risk of becoming regular smokers compared to 7.0% of boys who did not follow motor racing”.

Not the sale of tickets but transmission rights, sponsoring and merchandising in the meantime make up the largest part of sports association’s and sports club’s revenues with the IOC (International Olympic Committee) taking the lead. The influence of the media brought many changes in sports including the admittance of new ‘trend sports’ into the Olympic Games, the alteration of competition distances, changes of rules, animation of spectators, changes of sports facilities, the cult of sports heroes who quickly establish themselves in the advertising and entertaining business because of their media value and last but not least, the naming and renaming of sport stadiums after big companies. “In sports adjustment into the logic of the media can contribute to the erosion of values such as equal chances or fairness, to excessive demands on athletes through public pressure and multiple exploitation or to deceit (doping, manipulation of results ...). It is in the very interest of the media and sports to counter this danger because media sports can only work as long as sport exists.

Occupation and commercialisation of public space

Every visually perceptible place has potential for advertising. Especially urban areas with their structures but also landscapes in sight of through fares are more and more turning into media for advertisements. Signs, posters, billboards, flags have become decisive factors in the urban appearance and their numbers are still

on the increase. “Outdoor advertising has become unavoidable. Traditional billboards and transit shelters have cleared the way for more pervasive methods such as wrapped vehicles, sides of buildings, electronic signs, kiosks, taxis, posters, sides of buses, and more. Digital technologies are used on buildings to sport ‘urban wall displays’. In urban areas commercial content is placed in our sight and into our consciousness every moment we are in public space. The German Newspaper ‘Zeit’ called it a new kind of ‘dictatorship that one cannot escape’. Over time, this domination of the surroundings has become the “natural” state. Through long-term commercial saturation, it has become implicitly understood by the public that advertising has the right to own, occupy and control every inch of available space. The steady normalization of invasive advertising dulls the public’s perception of their surroundings, reinforcing a general attitude of powerlessness toward creativity and change, thus a cycle develops enabling advertisers to slowly and consistently increase the saturation of advertising with little or no public outcry”.

The massive optical orientation toward advertising changes the function of public spaces which are utilised by brands. Urban landmarks are turned into trademarks. The highest pressure is exerted on renowned and highly frequented public spaces which are also important for the identity of a city (e. g. Piccadilly Circus, Times Square, Alexanderplatz). Urban spaces are public commodities and in this capacity they are subject to “aesthetical environment protection”, mainly through building regulations, heritage protection and landscape protection. “It is in this capacity that these spaces are now being privatised. They are peppered with billboards and signs, they are remodelled into media for advertising”.

Text 13

CHILDREN AND ADOLESCENTS AS TARGET GROUPS

The children’s market, where resistance to advertising is weakest, is the “pioneer for ad creep”. “Kids are among the most sophisticated

observers of ads. They can sing the jingles and identify the logos, and they often have strong feelings about products. What they generally don't understand, however, are the issues that underlie how advertising works. Mass media are used not only to sell goods but also ideas: how we should behave, what rules are important, who we should respect and what we should value". Youth is increasingly reduced to the role of a consumer. Not only the makers of toys, sweets, ice cream, breakfast food and sport articles prefer to aim their promotion at children and adolescents. For example, an ad for a breakfast cereal on a channel aimed at adults will have music that is a soft ballad, whereas on a channel aimed at children, the same ad will use a catchy rock jingle of the same song to aim at kids. Advertising for other products preferably uses media with which they can also reach the next generation of consumers. "Key advertising messages exploit the emerging independence of young people". Cigarettes, for example, "are used as a fashion accessory and appeal to young women. Other influences on young people include the linking of sporting heroes and smoking through sports sponsorship, the use of cigarettes by popular characters in television programmes and cigarette promotions. Research suggests that young people are aware of the most heavily advertised cigarette brands".

"Product placements show up everywhere, and children aren't exempt. Far from it. The animated film, Foodfight, had 'thousands of products and character icons from the familiar (items) in a grocery store.' Children's books also feature branded items and characters, and millions of them have snack foods as lead characters". Business is interested in children and adolescents because of their buying power and because of their influence on the shopping habits of their parents. As they are easier to influence they are especially targeted by the advertising business. "The marketing industry is facing increased pressure over claimed links between exposure to food advertising and a range of social problems, especially growing obesity levels". In 2001, children's programming accounted for over 20% of all U.S. television watching. The global market for children's licensed products was some 132 billion U.S. dollars in 2002. Advertisers target children because, e. g. in Canada, they "represent three distinct markets":

1. Primary Purchasers (\$2.9 billion annually)

2. Future Consumers (Brand-loyal adults)
3. Purchase Influencers (\$20 billion annually)

Kids will carry forward brand expectations, whether positive, negative or indifferent Kids are already accustomed to being catered to as consumers. The long term prize: Loyalty of the kid translates into a brand loyal adult customer”.

The average Canadian child sees 350,000 TV commercials before graduating from high school, spends nearly as much time watching TV as attending classes. In 1980 the Canadian province of Québec banned advertising for children under age 13. “In upholding the constitutional validity of the Quebec Consumer Protection Act restrictions on advertising to children under age 13 (in the case of a challenge by a toy company) the Court held: ‘...advertising directed at young children is per se manipulative. Such advertising aims to promote products by convincing those who will always believe’. Norway (ads directed at children under age 12), and Sweden (television ads aimed at children under age 12) also have legislated broad bans on advertising to children, during child programmes any kind of advertising is forbidden in Sweden, Denmark, Austria and Flemish Belgium. In Greece there is no advertising for kids products from 7 to 22 h. An attempt to restrict advertising directed at children in the USA failed with reference to the First Amendment. In Spain bans are also considered undemocratic.

Text 14

TAXATION AS REVENUE AND CONTROL

Public interest groups suggest that “access to the mental space targeted by advertisers should be taxed, in that at the present moment that space is being freely taken advantage of by advertisers with no compensation paid to the members of the public who are thus being intruded upon. This kind of tax would be a Pigovian tax in that it would act to reduce what is now increasingly seen as a public nuisance. Efforts to that end are gathering more momentum, with Arkansas and Maine considering bills to implement such a taxation. Florida enacted such a tax in 1987 but was forced to repeal it after

six months, as a result of a concerted effort by national commercial interests, which withdrew planned conventions, causing major losses to the tourism industry, and cancelled advertising, causing a loss of 12 million dollars to the broadcast industry alone”.

In the U. S., for example, advertising is tax deductible and suggestions for possible limits to the advertising tax deduction are met with fierce opposition from the business sector, not to mention suggestions for a special taxation. In other countries, advertising at least is taxed in the same manner services are taxed and in some advertising is subject to special taxation although on a very low level. In many cases the taxation refers especially to media with advertising (e. g. Austria, Italy, Greece, Netherlands, Turkey, Estonia). Tax on advertising in European countries:

- Belgium: Advertising or billboard tax (taxe d'affichage or aanplakkingstaks) on public posters depending on size and kind of paper as well as on neon signs.
- France: Tax on television commercials (taxe sur la publicité télévisée) based on the cost of the advertising unit.
- Italy: Municipal tax on acoustic and visual kinds of advertisements within the municipality (imposta comunale sulla pubblicità) and municipal tax on signs, posters and other kinds of advertisements (diritti sulle pubbliche offizioni), the tariffs of which are under the jurisdiction of the municipalities.
- Netherlands: Advertising tax (reclamebelastingen) with varying tariffs on certain advertising measures (excluding ads in newspapers and magazines) which can be levied by municipalities depending on the kind of advertising (billboards, neon signs etc.).
- Austria: Municipal announcement levies on advertising through writing, pictures or lights in public areas or publicly accessible areas with varying tariffs depending on the fee, the surface or the duration of the advertising measure as well as advertising tariffs on paid ads in printed media of usually 10% of the fee.
- Sweden: Advertising tax (reklamskatt) on ads and other kinds of advertising (billboards, film, television,

advertising at fairs and exhibitions, flyers) in the range of 4% for ads in newspapers and 11% in all other cases. In the case of flyers the tariffs are based on the production costs, else on the fee.

- Spain: Municipalities can tax advertising measures in their territory with a rather unimportant taxes and fees of various kinds.

In his book “When Corporations Rule the World” U.S. author and globalization critic David Korten even advocates a 50% tax on advertising to counter attack what he calls “an active propaganda machinery controlled by the world's largest corporations” which “constantly reassures us that consumerism is the path to happiness, governmental restraint of market excess is the cause of our distress, and economic globalization is both a historical inevitability and a boon to the human species”.

Text 15

ADVERTISING REGULATION

In the US many communities believe that many forms of outdoor advertising blight the public realm. As long ago as the 1960s in the US there were attempts to ban billboard advertising in the open countryside. Cities such as São Paulo have introduced an outright ban with London also having specific legislation to control unlawful displays.

There have been increasing efforts to protect the public interest by regulating the content and the influence of advertising. Some examples are: the ban on television tobacco advertising imposed in many countries, and the total ban of advertising to children under 12 imposed by the Swedish government in 1991. Though that regulation continues in effect for broadcasts originating within the country, it has been weakened by the European Court of Justice, which had found that Sweden was obliged to accept foreign programming, including those from neighboring countries or via satellite.

In Europe and elsewhere, there is a vigorous debate on whether (or how much) advertising to children should be regulated. This debate

was exacerbated by a report released by the Kaiser Family Foundation in February 2004 which suggested fast food advertising that targets children was an important factor in the epidemic of childhood obesity in the United States.

In New Zealand, South Africa, Canada, and many European countries, the advertising industry operates a system of self-regulation. Advertisers, advertising agencies and the media agree on a code of advertising standards that they attempt to uphold. The general aim of such codes is to ensure that any advertising is 'legal, decent, honest and truthful'. Some self-regulatory organizations are funded by the industry, but remain independent, with the intent of upholding the standards or codes like the Advertising Standards Authority in the UK.

In the UK most forms of outdoor advertising such as the display of billboards is regulated by the UK Town and County Planning system. Currently the display of an advertisement without consent from the Planning Authority is a criminal offense liable to a fine of £2,500 per offence. All of the major outdoor billboard companies in the UK have convictions of this nature.

Naturally, many advertisers view governmental regulation or even self-regulation as intrusion of their freedom of speech or a necessary evil. Therefore, they employ a wide-variety of linguistic devices to bypass regulatory laws (e.g. printing English words in bold and French translations in fine print to deal with the Article 120 of the 1994 Toubon Law limiting the use of English in French advertising). The advertisement of controversial products such as cigarettes and condoms is subject to government regulation in many countries. For instance, the tobacco industry is required by law in most countries to display warnings cautioning consumers about the health hazards of their products. Linguistic variation is often used by advertisers as a creative device to reduce the impact of such requirements.

Text 16

GLOBAL ADVERTISING

Advertising has gone through five major stages of development: domestic, export, international, multi-national, and global. For global advertisers, there are four, potentially competing, business objectives that must be balanced when developing worldwide advertising: building a brand while speaking with one voice, developing economies of scale in the creative process, maximising local effectiveness of ads, and increasing the company's speed of implementation. Born from the evolutionary stages of global marketing are the three primary and fundamentally different approaches to the development of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Advertising research is key to determining the success of an ad in any country or region. The ability to identify which elements and/or moments of an ad that contributes to its success is how economies of scale are maximised. Once one knows what works in an ad, that idea or ideas can be imported by any other market. Market research measures, such as Flow of Attention, Flow of Emotion and branding moments provide insight into what is working in an ad in any country or region because the measures are based on the visual, not verbal, elements of the ad.

Text 17

TRENDS

With the dawn of the Internet came many new advertising opportunities. Popup, Flash, banner, Popunder, advergaming, and email advertisements (the last often being a form of spam) are now commonplace.

The ability to record shows on digital video recorders (such as TiVo) allow users to record the programs for later viewing, enabling them to fast forward through commercials. Additionally, as more

seasons of pre-recorded box sets are offered for sale of television programs; fewer people watch the shows on TV. However, the fact that these sets are sold, means the company will receive additional profits from the sales of these sets. To counter this effect, many advertisers have opted for product placement on TV shows like Survivor.

Particularly since the rise of “entertaining” advertising, some people may like an advertisement enough to wish to watch it later or show a friend. In general, the advertising community has not yet made this easy, although some have used the Internet to widely distribute their ads to anyone willing to see or hear them.

Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads. Also brought about by the Internet and the theory of The Long Tail, advertisers will have an increasing ability to reach specific audiences. In the past, the most efficient way to deliver a message was to blanket the largest mass market audience possible. However, usage tracking, customer profiles and the growing popularity of niche content brought about by everything from blogs to social networking sites, provide advertisers with audiences that are smaller but much better defined, leading to ads that are more relevant to viewers and more effective for companies’ marketing products. Among others, Comcast Spotlight is one such advertiser employing this method in their video on demand menus. These advertisements are targeted to a specific group and can be viewed by anyone wishing to find out more about a particular business or practice at any time, right from their home. This causes the viewer to become proactive and actually choose what advertisements they want to view.

In the realm of advertising agencies, continued industry diversification has seen observers note that “big global clients don’t need big global agencies any more”. This trend is reflected by the growth of non-traditional agencies in various global markets, such as Canadian business TAXI and SMART in Australia and has been referred to as “a revolution in the ad world”.

In freelance advertising, companies hold public competitions to create ads for their product, the best one of which is chosen for widespread distribution with a prize given to the winner(s). During the 2007 Super Bowl, PepsiCo held such a contest for the creation of

a 30-second television ad for the Doritos brand of chips, offering a cash prize to the winner. Chevrolet held a similar competition for their Tahoe line of SUVs. This type of advertising, however, is still in its infancy. It may ultimately decrease the importance of advertising agencies by creating a niche for independent freelancers.

Advertising education has become widely popular with bachelor, master and doctorate degrees becoming available in the emphasis. A surge in advertising interest is typically attributed to the strong relationship advertising plays in cultural and technological changes, such as the advance of online social networking. A unique model for teaching advertising is the student-run advertising agency, where advertising students create campaigns for real companies. Organizations such as American Advertising Federation and AdU Network partner established companies with students to create these campaigns.

Text 18

DIFFERENT TYPES OF ONLINE ADVERTISEMENT

There are different types of online advertisement trying to grab our attention on the internet. While some prove to be effective, the others tend to annoy the visitors. Which form of advertisement should you follow to generate more traffic to your website or increase sells?

1. Text Ads:

Text ads are advertisements displayed in a simple, text-based hyperlinks form. According to Business 2.0, text ads are the best form of online advertisement. People tend to click more on text ads than banner ads. Since no graphics are used, text advertisements use catchy phrases to grab visitors' attention. The advertisement does not exceed more than 5 sentences, making the visitors curious and the clicks are more as they want to read more. Pay Per Click ads are usually text ads.

2. Banner Ads:

Banner Ads have been around for a long time. Banners are usually 468x60 pixel animated and linked (link to your website) graphics that highlight your product/services/offer that appear on top on commercial websites. Banner ads are usually sold by CPM (cost per

thousand views) or by click-thru i.e. you pay only when it has been clicked. There are different ways to post banner ads. One way is banner exchange where you can display someone's banner in exchange they display yours. You can also pay a publisher for displaying your banner or you can pay a banner network to publish your banner on various sites. With banner ads getting so popular and common these days, people are trying different methods to grab visitors' attention. The more creative you get, greater possibilities of your banner getting clicked.

3. Pop-Up Ads:

This could be the most annoying and avoided form of online advertisement. It works when a certain website opens a new browser window displaying the advertisement. Pop-up ads are not given much preference with so many pop-up blockers available. Hence they aren't much favored by marketers or visitors.

4. Sidebar Ads:

Sidebar Ads are also known as skyscraper ad are similar to banner ads but are placed vertically than horizontally. The height of a sidebar ad can be up to 600 pixels or more and are usually 160 pixels wide. Sidebar ads have advantages over banner ads since they are larger and you cannot scroll a sidebar ad like a banner ad. A sidebar ad has a click-through rate of 1 percent (10 clicks per 1,000 impressions) or about two to three times than that of a banner ad.

5. Floating Ads:

Floating ads are ads that appear when you first go to a web page and they fly or float on the page for 5 to 30 seconds. When they appear on screen, they usually obscure your view of the page. Floating ads appear every time the page is refreshed. One of the main reasons for the popularity of floating ads is cause of their attention grabbing ability. The other reason is, they are unavoidable and prove to be more powerful than banner ads or sidebar ads. Floating ads have a high-clicking rate averaging about 3 percent (i.e. 30 people will click through for every 1,000 impressions of a floating ad). The drawback of floating ads however is that they can really annoy visitors. The thing is the more they get used to it, the more common it's going to be.

6. Unicast Ads:

Unicast advertisements are well-liked and adopted a lot these days. A Unicast ad is a TV commercial that runs in pop-up window. Enriched with audio/video content they can last anywhere from 10-30 seconds. Unicast ads have 5% click through rate (50 clicks per 1,000 impressions). The ability to click on the ad for more information makes this form of advertisement much better than TV commercials.

7. Interstitial Ads:

Interstitial (which means “in between”) advertisement is a page that is inserted in between the current and destination pages. These are also known as transition ads. The reaction of the visitors usually depends on how entertaining the message is. An interstitial ad is usually designed to move automatically to the page the user requested after allowing enough time for the message to register or the ad(s) to be read.

The type of advertisement to follow usually depends on the type of business and your marketing budget. The target is to grab visitors’ attention and drive more traffic to your website.

Text 19

ALCOHOL AND ADVERTISING

About £50 million will be spent on advertising alcohol in the 61 drinking days before Christmas. The main target will be the young.

The aim will be to convince them they are buying romance and sophistication when they buy a drink, an advertising conference in London was told yesterday.

Advertisements will carry the message that “tough men drink” and that alcohol goes hand in hand with “the good life, fun, freedom and winning”, Mr. Eric Clark, author and full-time researcher into the drinks advertising industry, said.

Britain was almost alone in plying “yobbish, loutish ingredients” in its alcohol advertising, he said. In this country alcohol and masculinity are closely linked by the young.

Advertisers denied that consumption and advertising were linked and insisted that advertisers aimed their work at brand names rather than quantity.

Britain spent £200 million a year advertising alcohol and spends more on alcoholic drinks than on clothes or cars.

Dr Thomas Bewley, chairman of Action on Alcohol Abuse, said advertisers had “shot themselves in the foot” with lager advertising, which now had a “loutish” image in the public mind.

In the trade, British beer advertising is regarded as British advertising at its best. People in agencies talk about punters drinking the advertising.

All the big names in the business are involved in it.

In spite of a 25 per cent increase in advertising since 1980, beer consumption has fallen 10 per cent. That means the industry is fighting to replace people who drink less, and is “targeting” the young.

Later, introduced to Britain only in the 1950s, now takes 40 per cent of the beer market and is kept there by £60 million in advertising a year.

Lady Masham, chairman of the Home Office working group *on* young people and alcohol, which called for a ban on alcohol advertising on television and in the cinema last year, said advertising was “undoubtedly influential in shaping attitudes”.

She said it was very subtle and played on the fact that “drink is so much a part of life”. She called for more education *on* the dangers of alcohol abuse.

Lady Masham said: “Alcohol breaks up families, makes people seriously ill and causes 10 times *as* many deaths *as* do illegal drugs each year.

“It causes death, severe injury in homes and on the roads can make people violent and encourages fighting up and down the country”.

Mr. Philip Circus, legal adviser for the Institute of Practitioners in Advertising, said research had proved there was no link between advertising and alcohol consumption.

Advertising *was about* brand competition. “There is plenty of evidence of alcohol abuse in countries where alcohol advertising is banned”.

Britain’s first alcohol-free pub *is to* close because it is losing money. The Milestone in Magdalen Street, Exeter, Devon, has been open for three years, subsidized by a £26,000 grant from the Mental

Health Foundation and run by the Exeter and District Council on Alcohol.

Six months ago the backing was withdrawn and now the pub is £2,000 in the red. It will close on November 30 if another backer cannot be found. (By Ruth Gledhill)

Text 20

THE BIGGEST ADVERTISER. PROCTER & GAMBLE

Most Americans have dozens of Procter & Gamble advertising jingles tucked away in the nooks and crannies of their minds – and they have many actual P&G products on the shelves of their kitchens and bathrooms. Ivory soap, Crest toothpaste, Tide detergent, Cascade in the dishwasher, Pampers on the baby, Crisco in the frying pan, Head & Shoulders to fight dandruff, green Prell for a regular hairwash, Spic and Span for walls and woodwork, Comet cleanser for those stubborn stains in the sink. It's hard to know whether the thoughts you have about these products are your own or the *ones* that have been folded into your mind after hundreds of TV commercials repeatedly watched over the years. Veteran character actor Arthur O'Connell, whose performances in the films *Picnic* and *Anatomy of a Murder* won him Academy Award nominations) gained more lasting fame through his creation of “Mr. Goodwin”, the kindly drugstore proprietor who switched customers to j Crest toothpaste. “Nobody calls me *by* my right name any more O'Connell once said. “Everywhere I go I'm Mr. Goodwin, the old codger on the tube. But I don't mind. I've never had such adulation in my life, even when I *was up for* the Academy Awards”.

The list of familiar Procter & Gamble brand names is perhaps the most eloquent statement of the company's penetration into the very grain of America's daily life. There are whole stables of laundry detergents (Bold, Cheer, Dash, Duz, Era, Gain, Oxydol); bar soaps (Camay, Coast, Ivory, Lava. Safeguard, Zest); and liquid dishwasher detergents (Dawn, Joy, Ivory) etc.

It's no surprise if you feel that television has intimately familiar with these products and the dramatized family members, fix-it-men, genies, and authority figures who tout them on the home screen.

P&G spends over half a billion dollars a year on advertising, 90 % of it on TV. They are the nation's largest advertiser. And they are the reigning monarch over the world of soap operas, those daytime dramas aimed at women, heavily *laced with* commercials for things that lather or foam will make your husband smile at the dinner table. They specialize in the slice-of-life skit – a dramatic moment over a washing machine, or a charged confrontation between parents and toothbrush-waving children. The soap operas themselves present dramas in a similar vein – endless cliff-hanging domestic crises that will hopefully jerk enough tears to keep you reaching for the Puffs facial tissues.

P&G owns and sponsors five vintage soaps: *As the World Turns*, *Edge of Night*, *Search for Tomorrow*, *Guiding Light*, and *Another World*. As more women have *taken to jobs* outside the home, P&G has turned to sponsoring prime-time shows as well.

P&G's advertising is of such magnitude that they employ 10 ad agencies that compete with each other *in* promoting P&G products of the same type.

P&G is also the largest purveyor of free samples and *cents-off coupons*: they really believe you'll like their products if you try them. They put a lot of money into research and development.

Before marketing a product P&G tries to be sure it will be a success. First they test it on hundreds of their own employees, then on panels of consumers – hundreds of thousands of them each year. P&G will stick with the product only if it wins a majority of consumer votes against all major competitors. Once they've decided on a new product, they *ease into* the market gradually, starting in just a few cities. Their salespeople are notoriously aggressive in trying to grab the best shelf space in supermarkets.

But selling consumer products is not an exact science, and even P&G takes it on the chin sometimes. Ever hear of Teel toothpaste, Extend mouthwash, or Hidden Magic hair spray? Those are some items that went before the public and failed. Sometimes when a new product doesn't rise to the top, P&G pays and fights – as in the case of Pringle's "new-fangled" potato chips, introduced in 1968. P&G mashed up dehydrated potatoes, loaded them with preservatives, molded them all into the same size and shape, fried them, and packaged them in containers that looked like tennis ball cans. They

figured they had solved two of the potato chip's biggest problems: short shelf-life and crushability. Pringle's *took off* at first, perhaps from sheer novelty, but sales soon dropped. It seems people like their chips in different sizes and shapes. Besides, Pringle's cost more, and their preservative load *may* have turned off many people who were starting to notice ingredients. Having invested some \$70 million in Pringle's, P&C decided to change them instead of abandoning them. They took out the preservatives, added two new varieties (a "Rippled Style" and a thick "Country Style"), and lowered the price.

P&G *both* starts products from scratch – Pringle's and Pampers disposable diapers, for examples – *and* buys other companies (Duncan Hines and Folger's). No matter how they do it, they like to be in first place. And they usually are. They bought the Folger's coffee business in 1963, and it took them 15 years to bring the brand into national distribution and first place in ground coffee sales. But they still trail General Foods in the instant coffee market and overall coffee sales.

About 40% of P&G's sales comes from detergents, fabric softeners, and cleansers and about a third from "personal-care products" like soap, toothpaste, deodorant, shampoo, toilet paper, and diapers. Just under one-fourth comes from foods, and about 6% from a few minor fields including cellulose pulp and animal feed ingredients. Foreign business accounts for a little over a fourth of sales.

But if you had to guess which among all these products *brings in* more money to P&G than any other, which would you pick? The answer is Pampers disposable diapers, which in 1978 accounted for about 11% of the company's total sales, or about \$900 million.

PROJECT WORK

Task 1. We all recognize the type of advertising text that occurs in newspapers and magazines, where a product is being presented as a desirable for us to buy; we also know the TV version of this, placed between the programmes on certain channels. But should our classification be wider than that?

Below are some examples of texts that we might see around us on a daily basis. The word “text” here is used in its widest sense, including visual artifacts as well as verbal language. Which of these would you call “advertisements”, and which not? Justify your inclusion (and exclusion) of texts by explaining the criteria you are using in your classification. Add any further texts not mentioned here that you think ought to be part of your list.

- *A university prospectus*
- *A political manifesto*
- *A film trailer*
- *A manufacturer’s label sewn on the outside of clothes – e.g. on jeans or trainers*
- *A “speed limit” road sign*
- *A shop name on a carrier bag*
- *A poster in the grounds of a church, with “Jesus Lives” written on it*
- *A T-shirt with a slogan on it – e.g. “Time to Party”*

Task 2. During the course of one day, log all the written texts you encounter that you would consider to be forms of advertising. Where possible, collect some of these texts. Try to arrive at a classification for the texts according to:

- *what is being advertised – a product, an idea, an image?*
- *who is being addressed?*

One aspect which you will have had to give some detailed thought to in your collection of advertisements is the notion of audience – item 2 above. As with literary texts, advertisements often have complex sets of addressers and addressees. For example, rather than there being one single voice in a text sending a message to a single group of people, there might be several different voices, more than one message, and a number of different audience groups.

Task 3. Read this advertisement through and decide the following:

- a. Why does the narrator switch into another language halfway through the advert, and what effect does this have?
- b. Who is the narratee for this text?
- c. What do you think is the role of the readers who are not specifically being addressed by the advert?

**WHILE OTHER
PEOPLE ARE READING
THEIR MORNING
PAPER AT
HEATHROW KONNEN
SIE DIE ZEITUNG IN
HAMBURG LESEN.**

**British Airways
The world's favourite airlines**

Task 4. Below are some words that occur frequently as the basis for comparison in adverts.

Add to this list, then see if you can divide up the words according to the types of products they are normally attached to:

*newer crunchier better crispier healthier nicer
more satisfying crumbliest less fattening smoother the
best simpler easier more experienced tastiest*

Task 5. Cut out two of your favourite advertisements from a magazine or newspaper – you might like to cut out one ad you hate

as well, perhaps! Prepare a short preset each advertisement so that you are ready for step B at the end of this exercise

Promoting a product involves developing a **‘Unique Selling Proposition’** (‘USP’): the **FEATURES** and **BENEFITS** which make it unlike any of the competing products. There are four stages in promoting a product (‘AIDA’):

- 1) attract the **ATTENTION** of potential customers
- 2) arouse **INTEREST** in the product
- 3) create a **DESIRE** for its benefits
- 4) encourage customers to take prompt **ACTION**

A. Work in pairs. Study the advertisements on the next page and discuss the question below:

- What exactly is the product being ‘sold’?
- How well does each ad succeed in the four stages of ‘AIDA’ (see above)?
- What kind of customers is each advertisement directed at?
- What is the ‘Unique Selling Proposition’ of each product?
- What changes would have to be made to the style or tone of the ads to make them suitable for your country?
- Which is the ‘best’ ad, do you think? Why?

B. Work in groups. Show the ads you have cut from magazines and newspapers to the members of your group. Give short presentation of each one to the group, covering these points:

- Target customers
- The USP of the product: its features and benefits
- How the ad works in terms of the four stages of ‘AIDA’
- How the style would have to be changed for other markets

Here are some phrases to use:

I’d like to show you an ad that really impressed me.

What do you think of this ad? It shows...

This ad seems to be aimed at...

According to this ad, the USP of this product is...

What I don’t like about this ad is...

C. Work in groups of three or four. Think of a product or service to promote on the market. Develop a USP for it and design the advertisement. Prepare a short presentation of your product or service following the points laid out in section B. Present in class.

Task 6. Many advertisements contain a slogan or short phrase to attract the consumer's attention. Effective slogans are usually short, easy to remember, easy to repeat and easy to translate for international markets but not always...

A. Read the texts about translations of slogans and brand names, and note the problem in each case.

a) In Taiwan, the translation of the Pepsi slogan 'Come alive with the Pepsi generation' came out as 'Pepsi will bring your ancestors from the dead'.

b) In Italy, a campaign for Schweppes Water translated the name as Schweppes Toilet Water.

c) When Parker marketed a pen in Mexico, its ads were supposed to say 'It won't leak in your pocket and embarrass you'. However, the company translated 'embarrass' as 'embarazar', which means 'to become pregnant'. So the ads said 'It won't leak in your pocket and make you pregnant'.

d) When Braniff Airlines translated a slogan for its comfortable seats 'fly in leather', it came out in Spanish as 'fly naked'.

e) Colgate introduced a toothpaste in France called Cue, the name of a French pornographic magazine.

B. Work in groups. Write down five popular slogans in your language. Try to translate them into English. Read them out to the other groups and see if they can guess which products your translated slogans refer to.

Task 7. 1. Make a list of five or more regions or countries that are in competition with yours. Design a questionnaire about the region and its competitors and then conduct interviews with consumers (i.e.

potential visitors). Ask people to rate each destination for its qualities on a scale 1 to 10 (or 1 to 5 – if you prefer): good value for money, good entertainment, friendliness culture, easy to get to, health and sport, hospitality, beautiful scenery good facilities, peace and quiet, wilderness, uniqueness.

And also ask them to describe each place in one sentence like this: 'When I think of.....I think of.....'

e.g. 'When I think of Ruritania, I think of cold winds and a flat landscape'

2. When your group has designed its questionnaire, each member of the group should stand up and go round the class finding 'members of the public' (from other groups) to interview. Ask each of them the questions in your questionnaire. (If possible, this should be continued out of class, with the questions translated into your own language if necessary)

3. Report back to your group. Make a simple table using the information you have collected.

4. Each group reports its results to the whole class. Make notes on the important points by the other groups. Ask questions on any points they haven't made clear.

or

Form new groups of three, consisting of one member from each of the original groups. Find out what each of the groups discovered.

5. Work in groups. Each group should consist of one member of each of the original groups. Decide together:

- Who are your (potential) customers?
- What are the main 'features and benefits' of your product?
- What are the main 'features and benefits' of the competition?
- What is the 'unique selling proposition' that makes your product special?
- How can you inform customers about your product?
- What positive points about your region should you stress?

- What misconceptions about your product should you try to correct? For example, if people think your region is ‘flat and boring’ or ‘hot and dangerous’, how can you persuade them they’re wrong?

6. Think of a good slogan for your product. If you had to choose one photo to illustrate the product, what would it show? Write a short text for an advertisement in an English-language newspaper or magazine.

WORDLIST

UNIT I

advertising
advertising agent
advertising campaign
advertising consultant
advertising effectiveness
advertising-publicity
brand name
bygone
bygone days
carry down
craft
crier
dairy
decline in importance
depend on
doubt
existence
forerunner
hawker
immemorial
make pleas
medium
merchant
oral skills
Phoenician
refined over the centuries
relic
roam
wares

UNIT II

advertising in the yellow
pages
advertising manager
advertising rate
art director
average circulation
booklet
broadcasting
brochure
cartoons
circumstance
click a button
comparative advertising
creative department
enable
evolve
funds
inefficient
mass advertising
mass promotion approach
message placement
outlet
promote
promotion
promotional campaign
promotional support
purchase
reach
target market

UNIT III

advertising space
attract the customers
bank upon

banned by law
branches of advertising
catchy
commercial purposes
convey
deforestation
exaggerated claims
grab the attention of the
passersby
hence
illiteracy
in addition to
injurious
in-store promotion
large print run
leaflet (GB) – folder (US)
loose the charm
political integrity
poverty
readership
sports utilities
small-scale advertisers
social welfare causes
subtly
subheading
supplement
surrogate advertising
time of broadcast

throwaway – flier

UNIT IV

accuracy
accuse smb. of
annual

awareness
be fond of
credibility
develop opinions on
direct mail
editor
endorsement
evaluate
institutional
major
multiple
news column
news report
news story
paid space
penetration
perceive
product publicity
publicity
purportedly
shift
telemarketing
tied-in campaign
trade journal
transfer (GB) – decal (US)
TV network
visual
visual proposal
visualizer
window bill
window streamer
wrongdoing

UNIT V

alter
alteration
be worth

bypass
commercials
convey
cut to
deserve
do harm
effort
eliminate
exposure
fixed
frequent
gatekeeper
impact
issue
item
maintain
news agency
number of copies
opinion maker
optional
periodic
permit
popularity rating –audience
posting
premature
press cutting – clippings
present a message
primary
prompt response to
publics
rely on
sequence
shop sign
timing
treatment
truncate (the news)

UNIT VI

anticipate
break even
break through
captivate
capture
charge a subscription
commercial
communication
conduct transaction
consumer acceptance
content
content company
content provider
discontent
downloading pages
economy size
electronic tablet
eliminate middlemen
figure out
graphic designer
haul
headline
high-volume site
image
immediate profits
initial target
is destined to be
long-term (short-term)
mainstream
online magazine
promote brand names
retailer
revenue
script
sketch
slate

slide
socio-economic groups
sponsor
sprawl
stake out
strategic planning
thrive
tough
trump
turf
viable

UNIT VII

adapter
address
backbone
bridge
capability
chief use
client
collision
complicated
consume
descendant
disease
distinguish
domain
driver
efficient
embedded computers
fighter aircraft
floppy disk
hard disk
human being
integrated circuits
link

nearly
occupy a fraction
patch cable
peer-to-peer
server
session
store information
switch
traffic
transmission
twisted pair
versatile
wristwatch

UNIT VIII

advertiser
agreement
appeal
commercial
confident
convince
copy
decision
disagreement
disturb
even though
exactly
however
human
identify
improve
increase
influence
opinion
process
psychological
remark

request
selling message
service
statement
technique
therefore
to be sure

UNIT IX

acceptable
announcement
audience
average audience
brand consistency
certain
commercial break
creative department
detergent
door-to-door advertising
durable goods
flagship brands
include
local advertising
market coverage
obstacle
opinion leaders
opinion poll
partial nudity
prohibit
reason
sense
unprocessed food

UNIT X

advertising budget
bleed page

cheapness
craftsmanship
define
dependability
disappear
emphasize
excellence
follow-on campaign
key-account manager
manufactured goods
misprint
pin down the meaning
point of sale material
precisely
quality
selling points
short commercial
total ratings
vague word
virtue

UNIT XI

ad appeal
advertising columns
advertising copy
advertising message
ad slogan
basic
benefit
consumer magazine
creative people
feature
information element
layout
logo
message content
offering

premise
product adoption
product trial
purchase
readership
sex appeal
theme line
visibility
visualize
visual appeal
wear

UNIT XII

advertising costs
advertising expenses
ad page
allow
audience profile
audience selectivity
communicate
cooperative advertising
program
coverage
direct mail
distributor
equipment
flexible
high-circulation weekly
magazine
junk-mail
income
mailing list
market segment
mass communication
media buyer
media buying agency
media planner

media strategy
medium
network
newsletter
outdoor sign
peak radio listening time
peak time
perception
prime-time programme
print advertisement
reach
special interest publication
subscribe
testimonial
trade magazine
valuable
wasted coverage

UNIT XIII

advertising support
approach
be aware of
circumstances
creativity
discriminate
entrenched habits
inside cover
major types
objective
press agent
press office
press release
promotional strategy
purchase
qualitative selectivity
segment
sky-writing

subtitle
switch
tax on advertising
vehicle

UNIT XIV

advertising dealer
among
brand
brand image
campaign briefing
caption
classified advertisements
complimentary copy
distinguish
extension

fight
frame
gatefold
informative advertising
private
promoter
pronounce
protect
recognize
reportage
salesforce promotion
shop display
slogan
subliminal advertising
suggest
window display
zapping

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вищих навчальних закладів*

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