

Unit

1

A General Introduction to Advertising

广告简介

Objectives

1. To recognize the basic concepts in advertising
2. To become familiar with the basic terms in advertising
3. To understand the relationship between society and advertising
4. To think critically about the effect of advertising

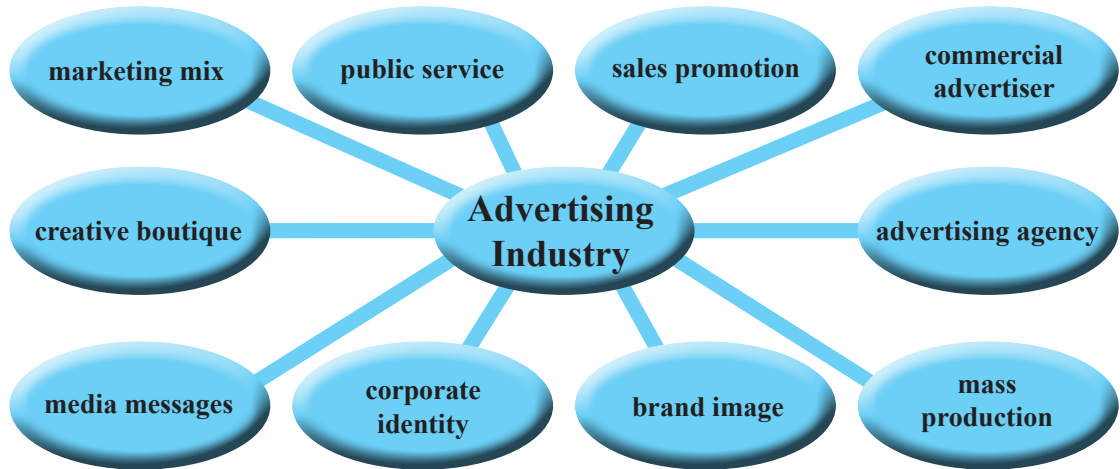
Focus

- S:** Basic Concepts of the Advertising Industry (P2)
- L:** Working for an Advertising Agency (P2)
- L:** Advertising in Daily Life (P3)
- S:** Views on Advertisements (P4)
- R:** Advertising and Society (1) (P5)
- R:** Advertising and Society (2) (P6)
- W:** Writing a Brief Introduction to Advertising Agencies (P7)



1 Starter—Basic Concepts of the Advertising Industry

A. The following figure shows the basic concepts of the advertising industry. Try to give each English phrase its Chinese version.



1. Marketing mix _____
2. Public service _____
3. Commercial advertiser _____
4. Media messages _____
5. Advertising agency _____
6. Mass production _____
7. Corporate identity _____
8. Sales promotion _____
9. Creative boutique _____
10. Brand image _____

B. Fill in the table with the correct titles in advertising.

- a. 目标市场 b. 企划指导 c. 客户代表 d. 头脑风暴 e. 创意总监

| | | | | |
|-------------------|----------------|---------------------|---------------|-------------------|
| Planning Director | Brain Storming | Creative Supervisor | Target Market | Account Executive |
| _____ | _____ | _____ | _____ | _____ |



2 Working for an Advertising Agency

Simon has just met his friend Amy in a bar at the weekend and is talking excitedly with her about his work. Listen to the conversation and fill in the blanks.

Amy: Hi, Simon. I hear you've been working for an (1) _____. What kind of agency is that?

Simon: Hey, Amy. You know, there are generalized agencies and specialist agencies, in-house

agencies and (2) _____, and ours is a specialist agency.

Amy: Then what business does your agency do, Simon?

Simon: Well, it is dedicated to creating and handling advertising, and sometimes other forms of promotion for our clients. We also handle overall marketing and (3) _____ and sales promotions for clients.

Amy: It sounds complicated. Who are your clients?

Simon: Typical ad agency clients include businesses and corporations, non-profit organizations, and government agencies. We are sometimes hired to produce an (4) _____.

Amy: An advertising campaign? That's huge and must take lots of time and many professional people.

Simon: Of course, we have a creative boutique, (5) a _____ department, planning directors, and (6) _____ like me to do the job cooperatively.

Amy: Time changes people. Simon, you've become someone important!



3

Advertising in Daily Life

In a Starbucks, Lucy, a sales assistant, is talking with a customer. Listen to the conversation and choose the best answer to each question.

- What does the customer order in the store? ()
 - Cream cheese.
 - Whoopie pie.
 - Iced coffee.
 - Chocolate drizzle.
- What originally brought the customer to the store? ()
 - The sales assistant.
 - An advertisement.
 - The tasty iced coffee.
 - The plain bagel.
- What is the advertising slogan that impressed the customer most? ()
 - Nice try.
 - Delicious, handcrafted beverages and great-tasting food, the secret of making life better.
 - Make sure everything customers choose is the finest quality.
 - Enjoy your day.





4

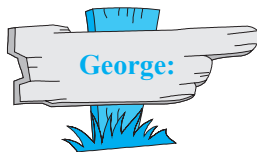
Views on Advertisements

Two commercial advertisers, Bill and George, are sharing their views about some advertisements they saw recently. Choose the proper words or phrases to complete the conversation and then role-play it.

- | | | |
|--------------------------------|------------------------|--------------------------|
| a. traditionally | b. Frankly speaking | c. original brand |
| d. full page ads | e. change perceptions | f. third place from home |
| g. perfect coffee drink makers | h. in-your-face | |
| i. guarded so tightly | j. a lot of perfection | |

Bill:

Have you noticed that Starbucks has begun taking out (1) _____ in the Sunday *New York Times*?

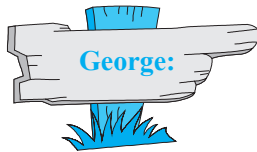


George:

Yes, I was a bit shocked to see such (2) _____ advertising coming from a company whose advertising budget has (3) _____ been spent in the store.

Bill:

You mean the barista training to help ensure that the (4) “_____” customer experience was always prevalent?

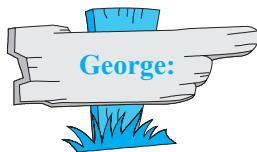


George:

Maybe this has been going on for a while. It's interesting to see Starbucks trying to regain the brand essence it once (5) _____. The following words appear in the ad: “We believe that our baristas can hand-make any espresso beverage perfectly. That's (6) _____”.

Bill:

Looks like Starbucks is trying to reposition themselves as (7) _____. This positioning is very different from the “third place from home” that Starbucks once built their brand on.



George:

(8) _____, the ad makes me wonder if they'll ever be able to regain the essence of the (9) _____. Seems to me that they should put the focus back on what they once were: warm, inviting, personal, and friendly, versus spending a bunch of dollars on trying to (10) _____ through advertising.



5

Advertising and Society (1)

Read the following passage and do the exercises.

A two-way relationship exists between a society and advertising in general, and international advertising in particular. As we have seen, advertising messages can indeed be responsible for shaping or influencing various aspects of societies. Advertising agencies do far more than merely provide commercial information as they disseminate advertising messages. They also transmit values, influence behaviors of both individuals and value-forming institutions, and even sway national development policies. A good deal has been learned about the role advertising agencies play in their home nations. The United States, the United Kingdom, and Japan have economic systems based on plenty and were traditionally organized to produce and distribute goods and services far in excess of people's basic needs. Somewhat less is known, however, about how agencies operate amidst the scarcity and poverty of the Third World, or in particular, how directly or indirectly, intentionally or unintentionally, they affect the lives of people, especially those in the poorest nations.

A. Answer the following questions according to the passage.

1. What can advertising messages do in a society?

2. What can advertising agencies do in a nation?

3. Which nations are used as examples to show the influence of advertising in the passage?

B. Translate the following sentences in the passage into Chinese.

Advertising agencies do far more than merely provide commercial information as they disseminate advertising messages. They also transmit values, influence behaviors of both individuals and value-forming institutions, and even sway national development policies.



6

Advertising and Society (2)

Read the following passage and do the exercises.

While advertising has been said to shape society, at the same time it is essential to recognize that it also mirrors it. One's style of living dictates the manners in which one consumes, and the advertising messages reflect the potentials of consumers' needs and wants that the advertisers believe may become true.

Every time we open a newspaper or we turn on the TV, we see sellers of almost identical products spending huge amounts of money in big competition in order to convince us to buy their brands. It has been proved that advertising is beneficial to the firms as well as consumers. Advertising is not only a form of mass selling but also of value telling. While advertising has burgeoned into a worldwide industry, cultural values have become the core of advertising messages. In order to convince potential customers to purchase a client's product or service, advertisers must comply with a public value system rather than running counter to it. Empirical research has found that advertisements reflecting local cultural values are indeed more persuasive than those that ignore them.

Advertising is not only helping to break down national economic boundaries, but also shaking characteristics and traditions once considered almost changeless.



A. Answer the following questions according to the passage.

1. Why is it recognized that advertising also mirrors society?

2. What do we see every time we open a newspaper or we turn on the TV?

3. What has empirical research found about advertisements?

B. Translate the following paragraph in the passage into Chinese.

Advertising is not only a form of mass selling but also of value telling. While advertising has burgeoned into a worldwide industry, cultural values have become the core of advertising messages.



7 Writing a Brief Introduction to Advertising Agencies

Write a brief introduction to advertising agencies according to the clues given below.

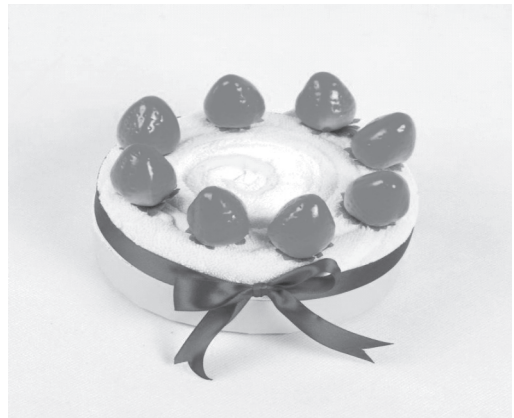
| | |
|-----------------------|--|
| The definition | What are advertising agencies? |
| The functions | What do advertising agencies usually do? |
| The types | What are the common types of advertising agencies? |
| The structures | What departments are there in an advertising agency? |



Supplementary Reading

Read the passage and decide whether the following statements are true (T) or false (F).

- () 1. The marketing mix is the most famous term in the financial industry.
- () 2. The marketer mixes the prime five elements to deliver a particular final color.
- () 3. Promotion refers to the methods used to show your products or services to your target customers.
- () 4. The theory of marketing mix is still developing, as some commentators add more elements to it.
- () 5. The term came into being a hundred years ago.



The marketing mix is probably the most famous marketing term. Its elements are the basic components of a marketing plan. Also known as the Four P's, the marketing mix elements are product, price, place, and promotion.

1. Product — The products or services offered to your customers.
2. Price — How you price your product or service so that your price remains competitive but allows you to make a good profit.
3. Place — Where your business sells its products or services and how it gets those products or services to your customers.
4. Promotion — The methods used to communicate the features and benefits of your products or services to your target customers.

Think about another common mix — a cake mix. All cakes contain eggs, milk, flour, and sugar. However, you can alter the final cake by altering the amounts of mix elements contained in it. It is the same with the marketing mix. The marketer mixes the prime colors (mix elements) in

different quantities to deliver a particular final color.

Some commentators increase the marketing mix to the Five P's, to include people. Others increase the mix to Seven P's, to include physical evidence (such as uniforms, facilities, or livery) and process (i.e. the whole customer experience, e.g. a visit to Disney World). The term was coined by Neil H. Borden in his article *The Concept of the Marketing Mix* in 1965.



Surfing the Internet

Search the Internet for information about Coca-Cola advertisements. Choose some pictures you are interested in, and try to understand the advertising slogan of each one.

Vocabulary

New Words

| | | |
|--|---|-----|
| agency /'eidʒənsɪ/ <i>n.</i> 代理机构 | Our company has agencies in major cities of the country. | 1.1 |
| commercial /kə'mɜ:ʃl/ <i>a.</i> 商业性的; 营利的 | All companies are looking for commercial advertising opportunities. | 1.1 |
| identity /aɪ'dentəti/ <i>n.</i> 身份; 特性 | We should clearly state our corporate identity by company logo and trademark. | 1.1 |
| promotion /prə'məʊʃn/ <i>n.</i> 推销; 提升 | They're planning a big promotion for their new information products. | 1.1 |
| supervisor /'su:pəvaɪzə(r)/ <i>n.</i> 监督; 主管 | The creative supervisor will dispatch a crew to investigate fashion trends. | 1.1 |
| client /'klaɪənt/ <i>n.</i> 客户, 顾客 | He has been a valued client of our bank for many years. | 1.2 |
| campaign /kæm'peɪn/ <i>n.</i> 运动; 活动 | The city hall is planning to start a campaign against smoking. | 1.2 |
| barista /bə'ri:stə/ <i>n.</i> 咖啡师 | Our baristas can hand-make any espresso beverage perfectly. | 1.4 |
| prevalent /'prevələnt/ <i>a.</i> 盛行的; 普遍的 | They were brought up in the liberal atmosphere prevalent in the 1960s. | 1.4 |
| essence /'esns/ <i>n.</i> 实质; 要素 | The essence of our company spirit is working hard. | 1.4 |
| perception /pə'sepʃn/ <i>n.</i> 感知; 观念 | She is a woman of keen perception. | 1.4 |
| responsible /rɪ'spɒnsəbl/ <i>a.</i> 作为原因的; 需负责的 | Advertising messages can be responsible for influencing the values of young people. | 1.5 |
| disseminate /dɪ'semɪneɪt/ <i>v.</i> 传播, 散布 | The information center is to disseminate advertising messages to potential clients. | 1.5 |
| institution /ɪn'stɪ'tju:ʃn/ <i>n.</i> 制度; 习俗; 机构 | A church, school, hospital, or prison is an institution. | 1.5 |
| sway /sweɪ/ <i>v.</i> 影响, 统治 | His works swayed the descendants deeply. | 1.5 |
| scarcity /'skeəsəti/ <i>n.</i> 不足; 匮乏 | The scarcity of energy was caused by the war. | 1.5 |
| potential /pə'tenʃl/ <i>n.</i> 可能性; 潜力 | There are things that are going on that have vast potential to change everything. | 1.6 |
| identical /aɪ'dentɪkl/ <i>a.</i> 同一的 | No two people have identical fingerprints. | 1.6 |
| burgeon /'bɜ:dʒən/ <i>v.</i> 萌芽; 发展 | Advertising has burgeoned into a worldwide industry. | 1.6 |
| empirical /ɪm'pɪrɪkl/ <i>a.</i> 经验的; 实证的 | Empirical research has found that advertisements reflect local cultural values. | 1.6 |

Phrases and Expressions

| | | |
|-------------------------|--------------|-----|
| branding strategy | 品牌策略 | 1.2 |
| non-profit organization | 非营利组织 | 1.2 |
| advertising campaign | 大型广告活动 | 1.2 |
| plain bagel | 原味贝果（西式传统点心） | 1.3 |
| whoopie pie | 无比派（西式传统点心） | 1.3 |
| advertising slogan | 广告标语 | 1.3 |
| full page ad | 整版广告 | 1.4 |
| advertising budget | 广告预算 | 1.4 |
| brand essence | 品牌内涵 | 1.4 |
| customer experience | 客户体验 | 1.4 |
| be responsible for | 是……的原因，对……负责 | 1.5 |
| in excess of | 超过；较……为多 | 1.5 |
| identical products | 同一产品 | 1.6 |
| mass selling | 大众销售 | 1.6 |
| run counter to | 违反，与……背道而驰 | 1.6 |
| cultural values | 文化价值 | 1.6 |