

The Media: a Meeting Point

ACTIVITIES RELATED TO THE ADVERTISING

Activities | ACT 02. Advertising.



Name

Date

1) Vocabulary about advertising.

| # | ENG | CAT | SPA | ITA | DEFINITION |
|----|----------------------|-----|-----|-----|---|
| 1 | <input type="text"/> | | | | n. part of a printed advertisement used for ordering goods, samples, etc. |
| 2 | <input type="text"/> | | | | n. advertisement printed across 2 pages in a magazine or newspaper. |
| 3 | <input type="text"/> | | | | n. something that especially attracts one's attention - eye-catching adj. |
| 4 | <input type="text"/> | | | | n. special characteristics of a product, usually leading to certain benefits. |
| 5 | <input type="text"/> | | | | n. signboard, usually outdoors, for advertising posters; billboard ^{US} . |
| 6 | <input type="text"/> | | | | n. large sheet of paper, usually illustrated, used as advertisement. |
| 7 | <input type="text"/> | | | | n. hours on radio & TV with largest audience, esp. the evening hours. |
| 8 | <input type="text"/> | | | | v. to (try to) increase sales of a product by publicising and advertising it. |
| 9 | <input type="text"/> | | | | n. specific time in a broadcasting schedule, when a commercial may be shown. |
| 10 | <input type="text"/> | | | | n. objective; what one is aiming at - target audience n. |
| 11 | <input type="text"/> | | | | abbr. Unique Selling Proposition; what makes a product different from others. |
| 12 | <input type="text"/> | | | | n. paid advertisement on radio or TV. |
| 13 | <input type="text"/> | | | | n. small advertisements in magazine or newspaper categorised by subject. |
| 14 | <input type="text"/> | | | | n. average number of copies of a magazine sold in a particular period. |
| 15 | <input type="text"/> | | | | n. signboard, usually outdoors, for advertising posters; hoarding ^{UK} . |
| 16 | <input type="text"/> | | | | n. advantage of a product or service, usually derived from its features. |
| 17 | <input type="text"/> | | | | abbr. Attention, Interest, Desire, Action - the objective of all advertisements. |
| 18 | <input type="text"/> | | | | n. company specialising in producing and placing advertisements for clients. |
| 19 | <input type="text"/> | | | | n. item of publicity for a product or service, in magazine, on TV , etc. |
| 20 | <input type="text"/> | | | | abbr. advertisement - advert abbr. |

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2) Vocabulary about elements in an advertisement.

| # | ENG | CAT | SPA | ITA |
|----|------------|-----|-----|-----|
| 1 | color | | | |
| 2 | value | | | |
| 3 | line | | | |
| 4 | shape | | | |
| 5 | form | | | |
| 6 | texture | | | |
| 7 | space | | | |
| 8 | balance | | | |
| 9 | contrast | | | |
| 10 | emphasis | | | |
| 11 | proportion | | | |
| 12 | pattern | | | |
| 13 | rhythm | | | |
| 14 | unity | | | |
| 15 | variety | | | |
| 16 | copy | | | |
| 17 | graphic | | | |
| 18 | layout | | | |
| 19 | size | | | |
| 20 | paper | | | |
| 21 | ink | | | |
| 22 | artwork | | | |
| 23 | title | | | |
| 24 | logo | | | |
| 25 | slogan | | | |

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3) Filling the gaps.

For each sentence, choose the best word or phrase to complete the gap from the choices below.

- 1) John whispered to Mary: "We're losing the account. Show the the special effects alone will make 'em buy the campaign."
- 2) We have to the luxury angle. Let's try to associate this car with the jet set.
- 3) Famroy thinks we should reconsider advertising in Wired Magazine. He feels that their is dropping.
- 4) "Put in the want ads." said Claire. "If we don't find a copywriter soon, I'll be doing the writing!"
Everyone in the room groaned.
- 5) "Do you think that Perrier is willing to foot the bill for in another Bond film?" asked Delphine.
- 6) Usually I like the music in Rehana's commercials, but I find her latest to be really irritating!
"I think that's the idea." replied Julien.
- 7) The Chanel campaign is really hot!" exclaimed Gwen. "There is a lot of on the streets about the new perfume.
- 8) Is IBM's long time one word : "THINK!" still relevant in today's world? How does it help or hinder the corporate culture?
- 9) "The Black and Decker account is complaining. We've got to drum up some business." yelled Pierre from the room. Why don't we their tools with radio spots at sporting events? That always works well." he concluded.
- 10) As a in what sense does Coca Cola's "Things go better with Coke!" function. Does it work for you and why?

Vocabulary

| | |
|--|--|
| Product Placement : paying a movie or tv show to prominently display a company's product during the film or show. | Roadsigns : also called outdoor advertising. any of the large panels usually found alongside roads and highways used as gigantic advertising posters. |
| Circulation : the number of readers or subscribers to a magazine or newspaper. | to write copy : to create the words to be printed or spoken in a commercial or ad. |
| Jingle : catchy tune usually rhyming, simple, and repetitious used to promote a product. | to drum up : to summon or procure (as if by beating a drum) obtain by repetitious and persistent effort. |
| Motto : a guide to one's conduct. a sentence that serves as a principle or ideal. | Slogan : a phrase identified with a firm. A motto used in selling an enterprise or company. |
| Hype : overwhelming publicity or exaggerated claims to promote or accent excessively. | to gloss over : to cover up a mistake by speaking rapidly so as not to deal with the issue correctly. |
| Announce : an ad that makes public via the purchase of some lines in a newspaper or magazine an offer or information. | to plug : to promote, advocate or popularize. |
| Buzz : excited talk or rumors. speaking rapidly in a low voice. | Want ad : job offer also the classifieds. |
| Commercial : an advertisement on TV or radio. | Radio or TV spot : the position of a commercial in a radio program or TV line up. |
| Gloss : shiny, not substantial. | Account : in advertising account is synonymous with client or contract. |

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4) Filling the gaps.

For each sentence, choose the best word or phrase to complete the gap from the choices below.

- 1) Many companies use sponsorship of sporting events to gain increased of their name or brand.
- 2) New restaurants often try to attract customers by using to homes in the surrounding area.
- 3) When I got back from my holiday, I opened the door to find a huge pile of mail on the doormat.
A lot of it was advertising holidays.
- 4) It was costing us a thousand pounds a week to a medium-sized ad in a daily paper.
So we decided to spend the money on other forms of advertising.
- 5) The current BMW line is 'Freude am Fahren', which apparently translates into English as 'The Joy of Driving'.
- 6) In 2004, it became illegal in the UK to advertise cigarettes in magazines and outdoors on
Since then cigarettes have been advertised in other ways.
- 7) Many companies use placement to put items that they sell into famous movies.
For example in 'movie land' everybody uses Apple Computers whereas in real life most people use PCs.
- 8) Our company has spent millions trying to give our brand of toilet cleaners a fashionable image in the hope that younger households will buy that image.
- 9) Thankfully most companies have finally realised that flashing ads at the top of web pages are just annoying and don't help to sell their products.
- 10) Some high-profile advertising feature a series of ten more different TV ads combined with whole-page ads in newspapers and magazines.
- 11) If you include the classified section and three two-page , more than half of this newspaper is advertising.
What a rip-off!
- 12) It usually takes many years of skilful marketing to achieve widespread recognition for a new product.

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5) Vocabulary about elements in an advertisement.

| # | ITEM | DEFINITION |
|----|------|---|
| 1 | | They are considered in terms of intensity and brightness. How it is used in your advertising design can have a big impact on how it is interpreted by your customers. |
| 2 | | It describes the lightness or darkness of a color. |
| 3 | | It is a continuous mark connecting two points. |
| 4 | | They are two dimensional, or flat. One is height and width only in advertising design. |
| 5 | | They are three dimensional – height, width, and depth. You get volume and mass with it. |
| 6 | | It describes the surface of an object. The artist renders the object to give an idea of how it would feel to the touch. |
| 7 | | In advertising design, it describes the distance between and around objects. |
| 8 | | It describes the equality of objects in your ad. With symmetrical one, both sides of your ad are the same. With asymmetrical one, each side is different but equal. Radial one means the ad is balanced around a focal point. |
| 9 | | It describes the degree of difference between objects. It gets attention and adds excitement. |
| 10 | | This is really the same thing as contrast in advertising design. The artist creates a focal point in your ad by making it contrast with the other parts of the ad. |
| 11 | | It describes how the individual elements of your ad relate to each other and to the entire piece. |
| 12 | | It is something repeated over and over again. |
| 13 | | It gives your advertising design the feeling of movement or action. The artist places objects or creates patterns so that the eye follows a path. The path the eye follows in advertising is very important, because you want the reader to end up at your call for action [like at your phone number]. If the reader's eye stops at the wrong place in the ad, your call for immediate action may be seen too soon, or not at all. |
| 14 | | It describes how the whole advertisement works together as a complete unit. |
| 15 | | It describes the complexity of a work. In advertising, especially direct mail, a large amount of variety keeps the reader engaged and involved with the piece. The longer the reader is engaged, the better the odds of delivering your message are. That's why some ads are rather busy – they keep the reader involved. |
| 16 | | Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. |
| 17 | | It is the way you put all the elements together to create the final ad. |
| 18 | | Newspaper and magazine placement fees are based on it. The exact dimensions may vary by publication, but are priced as fractions of a page. Special locations, like the back cover, cost more. |
| 19 | | A distinctive cry, phrase, or motto of any party, group, manufacturer, or person; catchword or catch phrase. |
| 20 | | Also called logotype, it's a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition. |

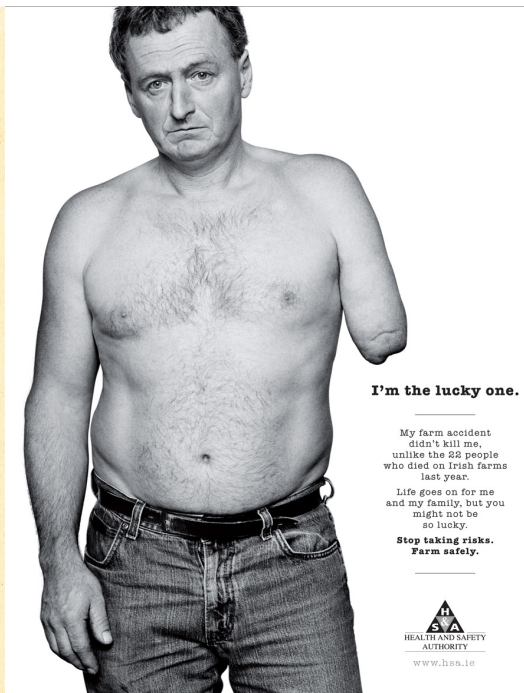
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5) Locate elements in an advertisement.

- Read the document MAT01 - ELEMENTS IN ADVERTISEMENTS.
- Choose one of these different advertisements and locate the elements.



| # | Element | # | Element | # | Element |
|---|----------|---|----------|----|---------------------------------|
| 1 | Slogan | 5 | Shapes | 9 | Contact Information |
| 2 | Logotype | 6 | Forms | 10 | Titles |
| 3 | Artwork | 7 | Lines | 11 | Color / B&W |
| 4 | Copy | 8 | Textures | 12 | Focal Point & Reading Direction |

6) Colors in advertising.

- Read the document MAT02 - COLORS IN ADVERTISING.
- Choose the correct color for each definition.

| # | COLOR | USE / REPRESENTATION / EVOCATION |
|----|----------------------|--|
| 1 | <input type="text"/> | This color is for excitement in advertising design. It is commonly used for automobile and food advertising. Symbolizes passion and sex, danger, velocity, and power. |
| 2 | <input type="text"/> | It is a great attention grabber in advertising design. It is sunshine, warmth, and happiness. It is the first color your eye processes. |
| 3 | <input type="text"/> | It represents reliability, trust, security, and technology. This is why businesses often use this color in their advertising. It is also coolness and belonging. |
| 4 | <input type="text"/> | It represents sophistication and strength. It is elegant and seductive. For the right product, black is a great color. |
| 5 | <input type="text"/> | It is a cool, fresh color. It is nature and spring. The color of growth, nature, and money. A calming color also that's very pleasing to the senses. |
| 6 | <input type="text"/> | Symbolizes royalty. It is dignified and refined. |
| 7 | <input type="text"/> | It is soft and feminine. It is security and sweetness. |
| 8 | <input type="text"/> | It is for cleanliness and purity in advertising design. It is youthful. But that doesn't mean it is for young people. Young people [teen and tween] prefer more trendy colors, like mauve and teal. |
| 9 | <input type="text"/> | It is expensive and high class. |
| 10 | <input type="text"/> | It is playful. It is autumn leaves, warmth and vibrancy. The most flamboyant color on the planet! It's the color tied most this fun times, happy and energetic days, warmth and organic products. It is also associated with ambition. There is nothing even remotely calm associated with this color. |
| 11 | <input type="text"/> | This color is prestigious. It represents cold and science. |
| 12 | <input type="text"/> | This color is most associated with reliability, stability, and friendship. It too is associated with things being natural or organic. |
| 13 | <input type="text"/> | It is timeless, practical, and solid. A longstanding favorite suit color, it can mix well with any color. Although well like and often worn, people rarely name it as a favorite color possibly because it also is associated with loss or depression. |
| 14 | <input type="text"/> | It is a great color to have around you, particularly in an emergency, as it helps with clear thinking and decision-making. |
| 15 | <input type="text"/> | It's a lighter variation of blue, thus it brings similar emotions, but more positive – happiness, wisdom or loyalty. Also large areas of water like seas are like this color. |
| 16 | <input type="text"/> | Also known as Fuschia, it is a mixture of red and purple. It's been traditionally used for royal courts and heraldry. This color stands for strength, attention and governing. |

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7) Quiz about Colors.

1) What color is the most attention-getting?

2) Villains usually wear what powerful color?

3) What is the color of royalty?

4) People lose their tempers most often in rooms of what color?

5) Hospital rooms are often painted in what relaxing color?

6) In ancient Rome, public servants wore clothes of what color?

7) What solid, reliable color implies genuineness?

8) What color can cause people to lose energy?

9) While brides in the West wear white, traditional Chinese brides wear what color?

10) What is the least appetizing color?

| # | EXPLANATION |
|----|--|
| 1 | Experts say red attracts the most attention. |
| 2 | Villains often wear black. Remember the "bad guy" in the black hat in western movies. |
| 3 | Purple, or violet, is the traditional color of royalty. Cleopatra loved purple. |
| 4 | People get angry the most, and babies cry most often, in yellow rooms, according to scientific research. |
| 5 | Green is the easiest color on the eye and it causes people to relax. Therefore hospital rooms are often green, as are waiting rooms for guests appearing on TV, the so-called "green rooms." |
| 6 | The blue outfits worn by Roman public employees endure today in blue uniforms for police and other workers. |
| 7 | The color of earth, brown, indicates genuineness. |
| 8 | Some sports coaches have painted the locker rooms used by opposing teams in pink, which can cause people looking at it to feel tired. |
| 9 | Red means good luck in China, where it is the traditional color for brides. White is the traditional color of mourning in China and Japan. |
| 10 | Tests show blue is the least appetizing food color because it is rare in nature, and because spoiled food often turns blue. Red, on the other hand, increases the appetite. Many restaurants are decorated in red. |

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8) Match every company or brand with its slogan.

| # | COMPANY / BRAND | SLOGAN (YEAR) | PRODUCT |
|----|-----------------|--|---------|
| 1 | | "The ultimate driving machine." | |
| 2 | | "Just do it." (1988) | |
| 3 | | "No FT, no comment." | |
| 4 | | "Because I'm worth it." | |
| 5 | | "It's everywhere you want to be." | |
| 6 | | "Beanz Meanz Heinz." | |
| 7 | | "Heineken refreshes the parts other beers cannot reach." | |
| 8 | | "Guinness is good for you." | |
| 9 | | "Home of the Whopper". (1958) | |
| 10 | | "Probably the best lager in the world". (1973) | |
| 11 | | "Oh, what a feeling!" (1979) | |
| 12 | | "It keeps going and going and going". | |
| 13 | | "Melts in your mouth, not in your hands". (1954) | |
| 14 | | "Obey your thirst". | |
| 15 | | "M'm! M'm! Good!" (1931) | |
| 16 | | "I'm lovin' it". (2003) | |
| 17 | | "Give me a break". (1986) | |
| 18 | | "Do you...Yahoo!?" (1996) | |
| 19 | | "Breakfast of Champions". (1935) | |
| 20 | | "A diamond is forever". (1948) | |
| 21 | | "Always Coca-Cola". (1993) | |
| 22 | | "Be all that you can be". (1981) | |
| 23 | | "Connecting People". (1992) | |
| 24 | | "The lion leaps from strength to strength". (1980s) | |
| 25 | | "The world's local bank". | |

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9) Match every ad with its slogan.

| # | AD / SLOGAN |
|---|-------------|
| 1 | |

| # | AD / SLOGAN |
|---|-------------|
| 2 | |

| | |
|---|--|
| 3 | |
|---|--|

| | |
|---|--|
| 4 | |
|---|--|

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| # | AD / SLOGAN |
|---|-------------|
| 5 | |

| # | AD / SLOGAN |
|---|-------------|
| 6 | |

| | |
|---|--|
| 7 | |
|---|--|

| | |
|---|--|
| 8 | |
|---|--|

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| # | AD / SLOGAN |
|---|-------------|
| 5 | |

| | |
|---|--|
| 7 | |
|---|--|

| # | AD / SLOGAN |
|---|-------------|
| 6 | |

| | |
|---|--|
| 8 | |
|---|--|

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9) Write 2 different slogans for every ad.

| # | AD / SLOGAN |
|---|-------------|
| 1 | |

| # | AD / SLOGAN |
|---|-------------|
| 2 | |

| | |
|---|--|
| 3 | |
|---|--|

| | |
|---|--|
| 4 | |
|---|--|

NOTE : If you no have ideas, you can use an online slogan generator like these ones:

www.sloganizer.net , www.slogan4you.com , bizcardcreator.com , free_slogan_creator , slogan_generator

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| # | AD / SLOGAN |
|---|-------------|
| 1 | |

| # | AD / SLOGAN |
|---|-------------|
| 2 | |

| # | AD / SLOGAN |
|---|-------------|
| 3 | |

| # | AD / SLOGAN |
|---|-------------|
| 4 | |

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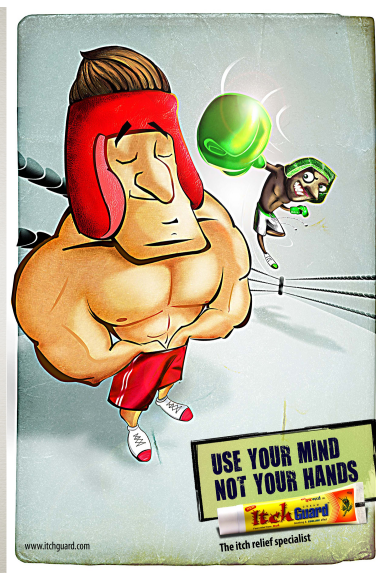
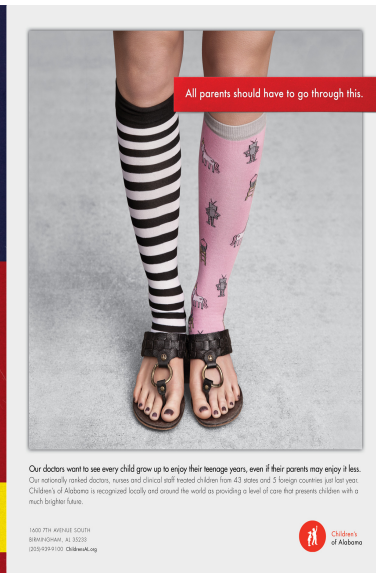
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10) Analysing advertisements.

- Choose one of the following advertisements.
- Answer the questions.



| # | Question | Answer |
|----|--|--------|
| 1 | How are the images represented in the commercial : drawings, photos, photo? Describe them. | |
| 2 | How are the elements distributed in the image? | |
| 3 | Type of images : realistic, unrealistic. | |
| 4 | Is there any text written in the advert? Write it. | |
| 5 | Is it used to give information? What kind of information : contact, price, advantages, qualities of the product or others? | |
| 6 | What is the slogan? Does it work? | |
| 7 | What is the brand logo? | |
| 8 | Could the advert be understood without the text? Why? | |
| 9 | What kind of visual impact is produced by the advert? Are you going to remember it in the future? | |
| 10 | What is the message of the advert? | |
| 11 | What colors does the advert use? | |
| 12 | What feelings does the advert evoke? | |
| 13 | What is the target of the advert? | |
| 14 | Is it a print , TV, web advert or both? Why? | |

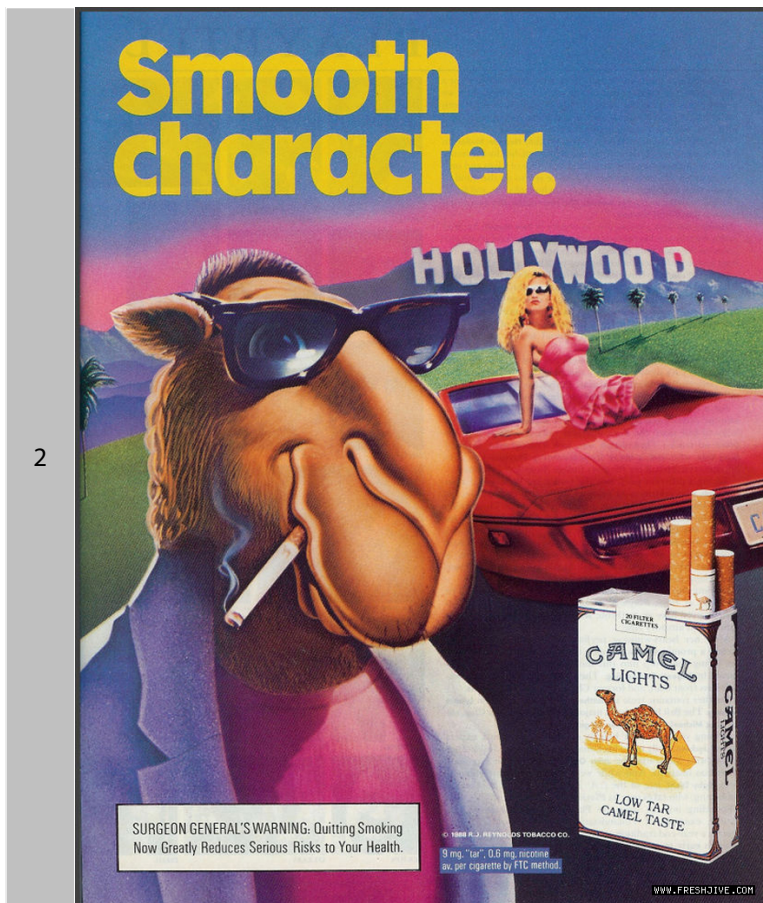
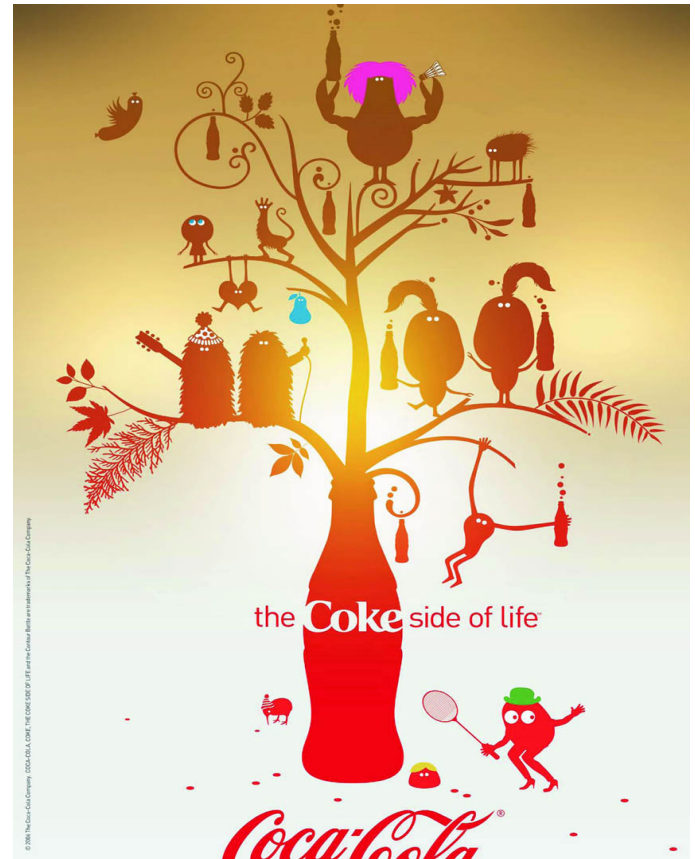
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11) Comparing advertisements.

- a) Choose one of the following pairs of advertisements (old / recent).
- b) Answer the questions.




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3

VOLKSWAGEN VAN




It has carried all the world's ideals.
The door must not have been shut right.


Imagine all the people holding hands, the liberation of our comrades, sexual liberation, the end of capitalism, of profit, of oppression, the ongoing struggle, a free Vietnam, free love, the smell of incense burning, the smell of bras burning, the smell of goat cheese and patchouli, Cuba si, nuclear no thanks, nan trugarez, nein danke, gurus, shamans, chakras, little red books, the road to Kathmandu, to Goa, the road again, Afghan jackets, Indian shirts, Swedish pretty hitchhikers, bell-bottoms, sheepskin vests...



The Van is 60.



We know, it's a shock.



The Van is 60.

4

Westinghouse

"Isn't my new Turnover Toaster a beauty? I just bought it. During February, you know, one thinks about adding to the home furnishings, and these handy electrical appliances make housekeeping so much easier!"

"My Westinghouse Iron and Percolator Set have really become indispensable, they're so useful and attractive. Next we're going to get the Waffle Iron."

Thousands of women are choosing Westinghouse appliances, both for their reliability and their good looks. Pictures don't half tell the story, but you can see them at any of the stores handling the Westinghouse line. Now is a good time to buy them.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Office in all Principal Cities. Representatives Everywhere



© 1924 W. E. & M. Co.

| | | | | |
|--------------------------|-------------------------|--------------------------------------|---|--------------------------|
| Westinghouse Waffle Iron | Westinghouse Hand Lamps | Westinghouse Table Saver | Westinghouse Iron | Westinghouse Warming Pad |
| Westinghouse Small Motor | Westinghouse Recliner | Westinghouse Automatic Electric Hoop | Westinghouse Croquet Urn Percolator Set | Westinghouse Bell Finger |

THE NEW 2005 CATALOGUE



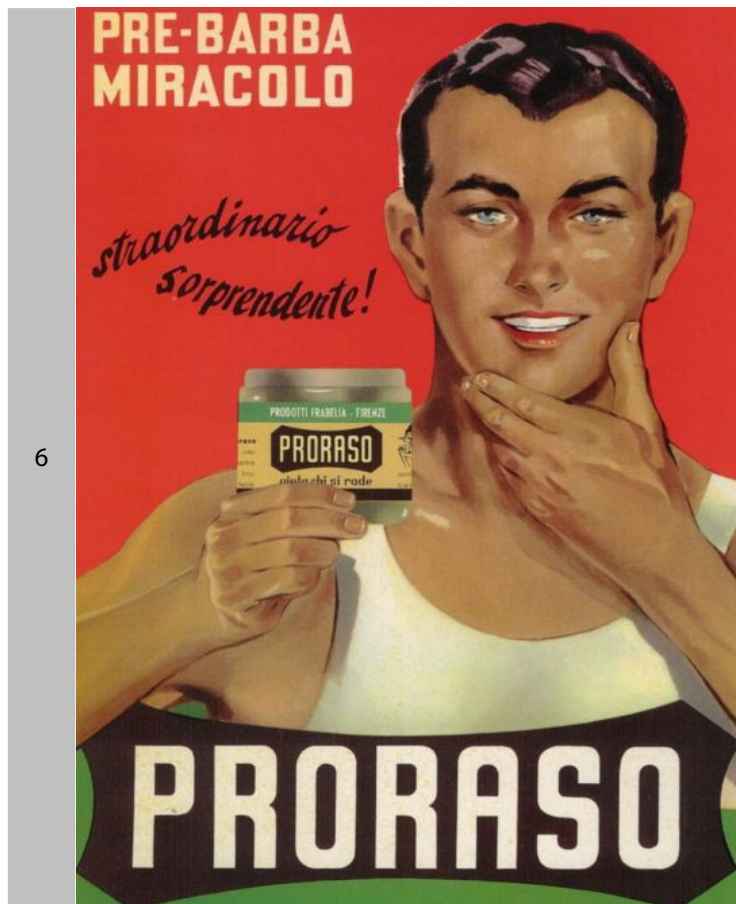
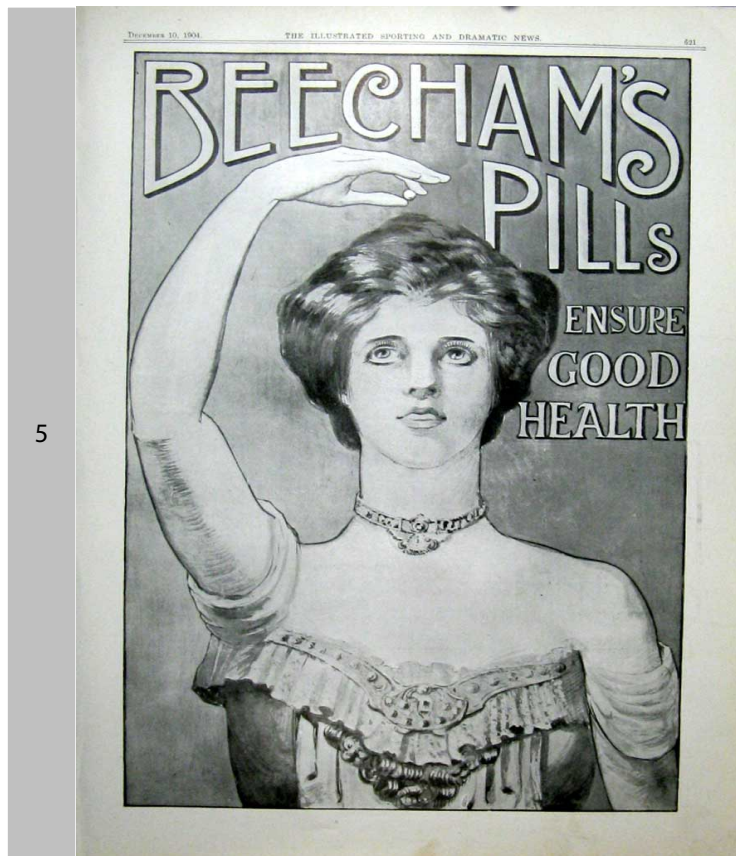
For homeaholics.



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| # | Question | Old Ad | Recent Ad |
|----|--|--------|-----------|
| 1 | Describe the differences between the ads. | | |
| 2 | Describe the similarities of the ads. | | |
| 3 | What writing they use? Which one give us more information? | | |
| 4 | What are the adverts selling? | | |
| 5 | Who are they targered? Have both adverts the same target? | | |
| 6 | What are the messages of the adverts? Are they different or equal? | | |
| 7 | What kind of artworks (drawings, pictures, writing, ...) do the adverts use? | | |
| 8 | What colors do the adverts use? | | |
| 9 | What feelings do the adverts evoke? | | |
| 10 | Are the adverts effective? Give them a mark. | | |

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12) Match every shape with its name.

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13) Match every pattern with its name.

MOTTLED, PIEBALD, STRIPED, SPOTTED, SPECKLED, DOTTED, POLKA-DOT, SWIRLED, PLAID, CHECKERED, CHECKED, MARBLED

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