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## PREFACE

The Study guide is intended for the study of professionally-oriented English by students of the first and second courses of universities, specialty 42.03.01 "Advertising and Public Relations", the third and the fourth courses of colleges, specialty 42.02.01 "Advertising". It is aimed at the implementation of the Federal State Educational Standards of Higher Professional Education and Secondary Vocational Education of the fourth generation, the formation and improvement of general cultural competences, as well as language and communication skills at a level that allows *the use of English in professional activities*. Personal and meta-subject results are as important as the results of studying the subject.

The tasks of the book also include the development of oral and written skills, lexical and grammatical skills in the field of advertising in English, the development of students' independent work skills. Practice is provided by communicative exercises. Consecutive systematic study of professionally-oriented English in the field of advertising determines its further use by students for academic purposes and in professional activities.

The first part of the study guide presents materials for the study of professionally-oriented English based on the topic "Types of Advertising", which include print, marketing, public, outdoor, broadcast advertising, product placement and covert advertising. Each lesson contains practical materials, practical work and control tasks.

In the second part of the study guide we study the methods and stages of developing advertising strategies and such advertising strategies as glittering generalities, transfer, testimonials and appeals. The final tasks for the semesters are presented by the project work.

The reference materials of the study guide include a Concise English-Russian Dictionary of Business English and a Concise English-Russian Dictionary of Advertising Terms. All verb forms and degrees of comparison of adjectives and adverbs are written out in dictionaries.

# ПРЕДИСЛОВИЕ

Учебное пособие предназначено для изучения профессионально-ориентированного английского языка студентами первого и второго курсов вузов, специальность 42.03.01 «Реклама и связи с общественностью», третьего и четвертого курсов колледжей, специальность 42.02.01 «Реклама». Пособие направлено на выполнение Федеральных образовательных государственных стандартов высшего и среднего профессионального образования четвертого поколения, формирование и совершенствование общекультурных компетенций, а также языковой и коммуникативной компетенции на уровне, который позволяет использование английского языка в профессиональной деятельности. Личностные и метапредметные результаты обучения также важны, как и результаты изучения предмета.

Задачи пособия включают в себя формирование навыков устной и письменной речи, лексических и грамматических навыков в области рекламы на английском языке, формирование навыков самостоятельной работы студентов. Практическая отработка материала обеспечена коммуникативными упражнениями. Последовательное системное изучение профессионально-ориентированного английского языка в сфере рекламы обуславливает его дальнейшее использование в академических целях и в профессиональной деятельности.

В первой части пособия представлены материалы для изучения профессионально-ориентированного английского языка на основе темы «Виды рекламы», которые включают в себя печатную, маркетинговую, общественную, наружную, широкоформатную рекламу, рекламу размещения продукта и скрытую рекламу. Каждый урок содержит практические материалы, практические работы и контрольные задания.

Во второй части пособия изучаются способы и этапы разработки рекламных стратегий, и такие рекламные стратегии как блистающие общности, переключение внимания, отзывы, призывы. Итоговые задания к семестрам представлены проектной работой.

К справочным материалам пособия относятся краткий англо-русский словарь делового английского языка и краткий англо-русский словарь рекламных терминов. В словарях выписаны все глагольные формы и степени сравнения прилагательных и наречий.

# Part I. Types of Advertising

## UNIT 1

### *Importance of Advertising*

#### Vocabulary

#### Introductory Terms for Advertising

**Task 1.** *Listen to the words, read and learn them.*

**advertising**, *n* реклама

Advertising as a form of communication is used to persuade an audience to take some action. The audience of advertising can include listeners, readers or viewers.

**advertiser**, *n* 1 рекламодатель 2 газета с объявлениями

Advertiser is the manufacturer, product and service supplier or retailer. Advertisers use all kinds of mass media.

**advertise (advertised, advertised, advertising), advertises**, *v* рекламировать

To advertise means to present product or service to audience. Any business advertises its products and services.

**advertisement = advert. = ad**, *n* рекламное объявление; plural **advertisements = adverts. = ads**, *n* рекламные объявления

Advertisement is one of the ways of advertising the product or service. Currently there's a tendency to display the advertisements on the Internet.

#### Reading

#### Importance of Advertising

**Task 2.** *Learn the words before reading the text.*

**consumer**, *n* потребитель

**exposure**, *n* 1 экспозиция 2 воздействие

**implementation**, *n* внедрение

**means of persuasion** средства убеждения

**provide (provided, provided, providing), provides**, *v* обеспечивать

**select (selected, selected, selecting), selects**, *v* отбирать

**Task 3.** *Guess the meaning of the words: business, individual, information, public, organization, stimulate.*

**Task 4.** *Match the meaning of English and Russian words.*

*English words: goods, demand, retailer, service.*

*Russian words: розничный торговец, спрос, товары, услуга.*

**Task 5.** *Answer the question 'Why is advertising so important?' after reading the text.*

### **Importance of Advertising**

Advertising is an inseparable part of business and public organizations. It is aimed at implementation of their purposes. Advertising is realised through distribution of information. Advertising provides an exposure of goods and services to selected consumers, and this information is usually paid by individuals or organizations. It also attracts retailers.

Why is advertising so important? This is because it stimulates demand for products and services. The potential customer reads, hears or watches advertisements and buys the advertised product. Advertising is a strong means of persuasion. It is both an industry and an art.

### **Talk**

#### **Effectiveness of Advertising**

**Task 6.** *Read the talk of Michael and Mary about the effectiveness of advertising and dramatise it.*

**Characters: Michael and his fellow mate David. Both are students currently studying advertising.**

#### **Effectiveness of Advertising**

- Hello, Michael, how are you?
- I'm well, thank you, and you?
- Great. I'm going to become a specialist in advertising.
- Why?
- It's so important and can be effective.
- What do you mean?
- Effective advertising contains specific information about goods and their use, shows benefits to consumers, catches their attention.
- Yes, it does, and the original message is also important as well as placing advertisements in the media of high reputation.
- Quite right.
- Good luck. See you soon.
- Goodbye.

### **Writing**

#### **How to Make Advertising Effective**

**Task 7.** *Write a dialogue about the effectiveness of advertising (10-12 replicas and responds).*

## UNIT 2

### *Types of Advertising. Introduction. Print and Marketing Advertising*

#### Vocabulary

#### Specific Words for Print and Marketing Advertising

**Task 1.** *Learn the words about print and marketing advertising.*

**advertorial**, *n* реклама в газете или журнале, содержащая информацию о продукте в стиле редакционной журналистской статьи  
Advertorial is a special advertisement. Advertorial is an advertisement that provides information as in editorial articles.

**banner**, *n* баннер - заголовок или реклама, появляющаяся на веб-странице в форме столбца или рамки

A banner is an advertisement on a web page. A banner can also be a heading on a web page.

**flyer**, *n* 1 листовка 2 флаер

Flyer is a small advertisement on one side of paper. Flyers advertise products and events.

**Task 2.** *Find the meaning of special words in the field of mass media, print advertising in the dictionary. Choose printed or e-dictionary: **brochure, journal, magazine, newspaper.***

**Task 3.** *Learn the words before reading the text.*

**assume (assumed, assumed, assuming), assumes**, *v* предполагать

**cave paintings** наскальные рисунки

**choice, selection** *n* выбор

**evolve (evolved, evolved, evolving), evolves**, *v* 1 развиваться  
2 эволюционировать

**papyrus sheets** листья папируса

**Task 4.** *Guess the meaning of words related to computer English: chat, forum, video, website.*

#### Reading

#### Print and Marketing Advertising

**Task 5.** *Answer the questions after reading the text "Print and Marketing Advertising".*

1. What does print advertising include?
2. What is marketing advertising?

#### Print and Marketing Advertising

Advertising has become a form of communication with numerous ways for a business to convey a message to a consumer. We can assume that the



cave paintings or papyrus sheets were the first forms of advertising.

Advertisers currently have a wide selection. There are the Internet sites, chats, forums, commercials, banners, videos. Print advertising includes everything that is printed on paper: newspapers, magazines and journals, brochures, flyers.

Marketing advertising has become important over the past twenty years. It was developed based on creative ideas and innovations. This is an interactive form of advertising that attracts consumers to participate in promotional events, taking into account time and place.

### **Talk**

#### **Branded Chat Rooms**

**Task 6.** *Read and dramatise the dialogue.*

#### **Characters:**

**Richard Green, who graduated as an advertising specialist two years earlier**

**John White, advertising specialist**

**Michael, a student who is currently studying advertising**

#### **Branded Chat Rooms**

- Allow me to introduce my colleague, John White.
- Nice to meet you, Michael.
- Nice to meet you too. Could you, please, tell me about the use of branded chat rooms in advertising?
- Oh, they are very useful, because you can discuss various business problems in all areas, including advertising at different levels.
- Including the level of top executives?
- Them too. I would advise you to watch these discussions, then select some of them and become one of the participants in the chat.
- Thank you.

**Task 7.** *Make up a dialogue on the topic under discussion.*

### **Writing**

#### **Preference of Print Advertising**

**Task 8.** *Write about what type of print advertisements you prefer and why.*

## **UNIT 3**

### ***Public Service and Media Advertising***

#### **Vocabulary**

#### **Specific Words for Types of Public Service and Media Advertising**

**Task 1.** *Explore definitions related to types of public service and media advertising.*

**broadcast advertising** ширококовещательная реклама

The commercials are a necessary part of broadcast advertising.

Broadcast advertising is aimed at wide audience.

**covert advertising** скрытая реклама

Covert advertising is just mentioning of goods or products in the film.

**media advertising** реклама в средствах массовой информации (СМИ)

Advertising in the media has a wide target audience. The basis of media advertising is print advertising, radio, television and the Internet.

**mobile advertising** мобильная реклама

Mobile applications allow the use of mobile advertising. Mobile advertising can be applied to millions of mobile users.

**online advertising** онлайн (интернет) реклама

Availability is a benefit of online advertising. Another benefit of online advertising is immediate placement of advertisements.

**outdoor advertising** наружная реклама

The advantage of outdoor advertising is its visibility. Another advantage of outdoor advertising is its large size.

**product placement advertising** реклама размещения продукта

Product placement advertising can be realised in the form of hidden display of goods and products in films.

**public service advertising** общественная реклама

Public service advertising is aimed at issues of public service interest.

Public service advertising touches such spheres as religion, politics, health, safety.

#### **Reading**

#### **Public Service and Media Advertising**

**Task 2.** *Read the text and find definitions of broadcast, outdoor, product placement, covert advertising, public service, mobile and online advertising.*

## Public Service and Media Advertising

One of the most widely used types of advertising is *broadcast advertising*, i. e., both television and radio. *Outdoor advertising* is referred to as out-of-home advertising. It is usually placed outside. *Public service advertising* is aimed more at information and education of customers than at selling products or services. *Product placement advertising* can be hidden inside films or shows. *Covert advertising* is just mentioning of products or services. It is advertising of goods and services. The use of *mobile advertising* means connecting portable electronic devices to the Internet with the involvement of social networks. Online *advertising* is an important part of the Internet. It can be placed on any site.

**Task 3.** *Say what types of advertising you prefer and why. Motivate your choice.*

### Talk

#### Online Advertising

**Task 4.** *Complete the dialogue with words and phrases below and dramatise it: advertising, online advertising, website.*

**Characters: Ms. Smith, Advertising Lecturer**

**Michael, a student who is currently studying advertising**

#### Online Advertising

— Good morning, Ms. Smith. Could I ask you a question, please?

— Yes, please. What is it about?

— It's about ....

— Oh, it is one of the most important types of .... Do you use it now?

— Not yet.

— What a pity. Using online advertising, you will always be up to date with the latest business offers.

— Where can I find it?

— It can be found on almost any .... Try some of them. If you need my help, please tell me.

— Thank you very much, Ms. Smith.

— Don't mention it.

### Writing

#### Preferable Type of Advertising

**Task 5.** *Find information in books or on the Internet and write a paragraph or two about any type of advertising.*

## **UNIT 4**

### ***Broadcast Advertising and Radio Commercials***

#### **Vocabulary**

#### **Specific Words for Broadcast Advertising**

**Task 1.** *Learn the words related to broadcast advertising.*

**airing**, *н* выход в эфир

Airing of programs is realised on the condition of their crediting.  
We estimate the importance of airing the programs on radio.

**audience**, *н* аудитория

The audience is examined before the broadcast. The audience is explored by mass marketing experts.

**be aired** быть в эфире

The commercials are aired every day. My favourite commercial is aired in the morning.

**channel**, *н* канал

TV offers a great variety of channels. Everyone has his or her favourite channels.

**commercial**, *н* рекламный ролик

Commercials combine both sound and video. Commercials are an effective type of broadcasting.

**persuasion**, *н* убеждение

Advertising uses different types of persuasion. It explores which types of persuasion are most effective.

**prime time** лучшее время или прайм-тайм

Prime time is the broadcasting time, when the number of listeners or viewers is the highest. Prime time is more expensive.

**Task 2.** *Compare the equivalents of English and Russian words in business.*

*Benefit, choice, cost, expensive, global scale, goods and services, market, mass marketing, persuasion, promotion.*

*Выбор, выгода, глобальный масштаб, дорогостоящий, массовый маркетинг, продвижение, рынок, стоимость, товары и услуги, убеждение.*

#### **Reading**

#### **Broadcast Advertising and Radio Commercials**

**Task 3.** *Learn specific words before reading the text about broadcast advertising.*

**available**, *а* доступный

**depend (depended, depended, depending), depends**, *ν* 1 зависеть 2 полагаться 3 рассчитывать; **depend on** зависеть от

**frequency**, *н частота*

**include (included, included, including), includes**, *в включать в себя*

**refer (referred, referred, referring), refers**, *в 1 обращаться*

2 ссылаться 3 относиться

**take into consideration** *принимать во внимание*

**wide (wider, the widest)**, *а широкий*

**Task 4.** *Read the text about broadcast advertising and find the conditions of successful radio, TV and Internet advertising.*

### **Broadcast Advertising and Radio Commercials**

Broadcast advertising is the most popular type of advertising today. Why is it so? It includes radio, TV and the Internet advertising. That's why it can be addressed to a wider audience and refers to mass marketing, because it can be accessible to the audience on a global scale. The role of broadcast advertising is promotion of goods and services and persuasion of wide audience in their benefits. The cost of broadcast advertising depends on the time when the commercial is aired. Of course, prime time will be more expensive. For success of radio commercial both the frequency of its airing and the type of audience are important. The type of audience listening to certain channels should have been studied in advance. The choice of voice should also be taken into account depending on the type of audience and the commercial.

**Talk**

**Discussion of Radio Commercials in Broadcast Advertising**

**Task 5.** *Complete the dialogue with words and expressions below and dramatise it.*

***Broadcast advertising, commercials, marketing consultant, persuasive***

**Characters: Michael and his fellow mate William.**

**Both are students currently studying advertising.**

**estimate (estimated, estimated, estimating), estimates**, *в оценить*

**deep (deeper, deepest)**, *а глубокий*

**mild (milder, mildest)**, *а мягкий*

**particular**, *а 1 конкретный 2 особый 3 специфический*

**voice**, *н голос*

**Discussion of Radio Commercials in Broadcast Advertising**

–Hello, Michael. How are you?

- I'm well, thank you. I've recently been interested in ....
- What kind of commercials?
- In fact, I'm interested in radio ... and I'm going to make a project on them.
- Any particular commercial?
- Yes, advertising of medicines for people with joint problems. I conducted a study and found it more interesting for this category of listeners.
- And what voice did you choose?
  
- Deep, mild and ....
- I am sure that I shall listen to your commercial. Did you involve ...  
to estimate the benefits?
- Yes, the result is quite positive.
- Good luck.
- Thank you. Goodbye.

### **Writing**

#### **Radio Commercials**

**Task 6.** *Write an informative essay about commercials within the framework of an advertising broadcast (80-100 words).*

## **UNIT 5**

### ***Television and Online Advertising***

#### **Vocabulary**

#### **Specific Words for Television and Online Advertising**

**Task 1.** *Learn words for television and online advertising.*

**spot**, *n* место

The spot of advertising is determined by the amount of money paid.

In prime time the spots in commercials are more expensive.

**television (TV) advertising** телевизионная реклама

Television advertising is a part of broadcast advertising. It is one of the most popular types of advertising.

#### **Reading**

#### **Television and Online Advertising**

**Task 2.** *Learn the words and expressions before reading the text. Find them in the sentences of the text.*

**hire specialists** нанять специалистов

**in the field of marketing** в области маркетинга

**make an impact** оказать влияние

**make a specific budget** составить конкретный бюджет

**serve the interests** служить интересам

**Task 3.** *Read the text and answer the questions.*

1. Whose interests does TV advertising serve?
2. What makes a strong impact on audience?
3. The spots in TV commercials are also usually paid, aren't they?
4. How long do TV commercials last?
5. What kind of budget do companies make for radio and TV commercials?
6. What specialists do they hire to estimate the future income from money investment to broadcast advertising?
7. What is the purpose of the Internet advertising?
8. What does the Internet advertising include?

#### **Television and Online Advertising**

Another type of broadcast advertising, television (TV) advertising is supposed to serve the interests of larger companies. Combination of video and sound makes a strong impact on audience. Both sound and video must be on a high level. Moreover, everything that is advertised must be true. The spots in TV commercials are also usually paid and last from thirty to sixty seconds. In fact, advertising on radio and television has become so important that companies allocate a certain budget for them and hire

marketing specialists who can estimate the future return on investment for broadcast advertising.

The Internet advertising, also called online advertising, serves the interests of businesses to make the sale of their products more successful. It includes banners, media, and social media advertising available to customers. No modern advertising campaign can do without broadcast advertising.

### **Talk**

#### **Discussion of the Report on Television and Online Advertising**

**Task 4.** *Complete the dialogue with the phrases below and dramatise it.*

***Budget calculations, online advertising, serve the interests***

**Characters: Mr. Smith, Advertising Lecturer**

**Michael, a student who is currently studying advertising**

#### **Discussion of the Report on Television and Online Advertising**

– Good morning, Mr. Brown. May I submit the report about television and ...?

– Yes, Michael, you may.

– Shall I make the analysis how TV and online advertising ... of larger companies, business to make the sale of products more successful?

– It's essential in your future research.

– Could I also include ...? Right. And do not forget, please, to include an assessment of marketing professionals.

– Thank you for the advice, Mr. Brown.

– Submit your report in two weeks, please.

– All right, sir. Goodbye.

– Goodbye, Michael.

### **Writing**

#### **Report about TV and Online Advertising**

**Task 5.** *Find information about TV and online advertising and present it in class. Illustrate the material with examples.*



## **UNIT 6**

### ***Outdoor Advertising***

#### **Vocabulary**

#### **Specific Words for Outdoor Advertising**

**Task 1.** *Learn words related to outdoor advertising.*

**Outdoor advertising** or **out-of-home advertising** наружная реклама

Outdoor advertising is the medium of the mass market. Outdoor advertising can be addressed to thousands of people.

**billboard**, *n* рекламный щит

The ideal message on the billboard should contain no more than six words. The rating of the billboard is determined by the number of daily views.

**points of sales indicators** индикаторы точек продаж

Points of sales indicators show the place where goods or services are sold. Points of sales indicators include direction, distance to the point of sale and indicate the name of the product or service.

**street furniture** уличная мебель

Street furniture includes bollards, benches, litter bins. It also includes phone boxes, street lamps, signs of street names.

**transit advertising** транзитная реклама

Transit advertising is located at stations, terminals, stops, waiting rooms. It is also located both inside and outside vehicles.

#### **Reading**

#### **Outdoor Advertising**

**Task 2.** *Study the words before reading the text. Find the sentences with these words in the text and read them aloud.*

**fast (faster, fastest)**, *a* быстрый

**media for the mass market** СМИ для массового рынка

**efficient**, *a* 1 эффективный 2 продуктивный 3 действенный

**conversation**, *n* разговор

**share (shared, shared, sharing), shares**, *v* 1 делиться 2 разделять  
3 участвовать

**sharing**, *n* 1 обмен 2 разделение

**successful**, *a* успешный

**view**, *n* 1 вид 2 мнение 3 точка зрения

**visual**, *a* 1 визуальный 2 зрительный 3 наглядный

**avoid (avoided, avoided, avoiding), avoids,** v 1 избежать 2 избегать

**Task 3.** *Read paragraph one and a) name the types of outdoor advertising b) answer the question if outdoor advertising is cheap or expensive and why.*

**Task 4.** *Find the conditions of successful outdoor advertising in paragraph two.*

### **Outdoor Advertising**

Outdoor advertising, also called out-of-home advertising, along with broadcasting advertising, is also media for the mass market. Outdoor advertising includes billboards, points of sales indicators, transit advertising and street furniture. It is now not only on the street but also in mobile phones and on the Internet, very fast and efficient. Since outdoor advertising can reach thousands of consumers, it is expensive.

To make the ideas more successful, advertiser thinks over the ways of sharing them with the audience. He chooses the places with many views. Specialist in advertising also considers competition in specific field to avoid problems. Outdoor advertising has to be kept simple but bright, visual with few intriguing words. Outdoor advertising is only a way to start a conversation with a consumer, not the conversation itself.

**Task 5.** *Think and say a) which kind of transport is more effective for transit advertising: airplane, train, car, bus, trolley-bus, tram b) which kind of street furniture is most impactful: booths, kiosks, shelters for public transport. Give reasons.*

### **Talk**

### **Discussion of Outdoor Advertising**

**Task 6.** *Listen to the dialogue of two friends discussing outdoor advertising for a music concert and dramatise it.*

**Characters: Michael and his fellow mate Charles. Both are students currently studying advertising.**

### **Discussion of Outdoor Advertising**

—Hello. Listen, Michael, did you see outdoor advertisement at the bus shelter near our house?

— I'm sorry to say, but I didn't.

— It's a pity. It is colourful. The tour of the famous pianist.

— There are only few words, but they tell a lot.

— Yes, they are. And the music program is going to be wonderful during the whole evening. Liszt, Chopin, Rachmaninov.

— Will you join me at the concert?

— Yes, I shall.

— Splendid. I'll buy the tickets.

**Task 7.** *Discuss the problems of outdoor advertising according to plan: a) definition b) forms c) the ways of making it successful.*

### **Writing**

#### **Providing Additional Information on Outdoor Advertising**

**Task 8.** *Find on the Internet and write additional information about outdoor advertising. Share your opinion in the classroom.*

## UNIT 7

### ***Product Placement Advertising. Covert Advertising***

#### **Vocabulary**

#### **Specific Words for Product Placement and Covert Advertising**

**Task 1.** *Learn words related to product placement and covert advertising.*

**embedded marketing** встроенный маркетинг

In other words, product placement advertising is called embedded marketing. Embedded marketing is synonymous to product placement advertising.

**increase**, *н* увеличение

The increase in sales is due to advertising. We are seeing an increase in sales every year.

**increase (increased, increased, increasing), increases**, *н*

1 увеличивать 2 возрастать

Awareness of products and services increases with advertising. Advertising also increases sales.

**manufacturer**, *н* производитель

Manufacturers work with advertising companies. Manufacturers and advertising companies usually conclude an agreement.

**profit**, *н* прибыль

Advertising provides profit for manufacturers. Advertising also provides profit for itself.

**profitable (more profitable, most profitable)**, *а* 1 рентабельный  
2 выгодный 3 доходный 4 прибыльный

Covert advertising is profitable. Product placement advertising is even more profitable.

**relationship**, *н* 1 связь 2 отношение 3 взаимоотношение

Covert advertising develops the relationship between the consumer and the market. It also provides relations between buyers and advertising companies.

#### **Reading**

#### **Product Placement and Covert Advertising**

**Task 2.** *Read the text and a) give definitions of product placement and covert advertising b) name the relationships of product placement and covert advertising with marketing.*

#### **Product Placement and Covert Advertising**

Under product placement we usually mean advertising technique used in media for promotion of products by the companies. Product placement is also determined as an embedded marketing. It is the

transaction between manufacturers and advertising companies. They conclude an agreement for product placement in films or shows. Business partners hope that viewers will follow the preferences of products and services presented in cinema by actors. Both partners receive benefit and profit.

Covert advertising also belongs to marketing tools. It is a tool of marketing communication. Covert advertising develops relationships between the consumers and marketing brands. It provides increase of sales by means of communication. Covert advertising is used in videos, plays, shows, sports, games. Now it is widely used for promotion of brands and products.

**Task 3.** *Give examples of product placement and covert advertising.*

**Talk**

### **Discussion of Product Placement and Covert Advertising**

**Task 4.** *Listen to the dialogue of two friends discussing the advantages of product placement and covert advertising and dramatise it.*

**Characters: Michael and his fellow mate Joseph. Both are students currently studying advertising.**

### **Discussion of Product Placement and Covert Advertising**

– Hello, Joseph, what’s your opinion about product placement and covert advertising?

– Well, Michael, I think they are now widely used. Advertising is not overt. It is subtle or covert, and I like it.

– Do actors in films or shows affect your choice?

– No, not much. I usually have my own opinion.

– In my opinion, both manufacturers and advertising benefit from product placement and covert advertising, don’t they?

– Quite right. This is pretty profitable. And the income is quite significant.

– It’s interesting. I suggest investigating the problem.

– I share your opinion.

**Writing**

### **Reports on Product Placement and Covert Advertising**

**Task 5.** *Prepare and submit reports on product placement and covert advertising.*

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