

Ad Speak

Advertising is all around us. It's on T.V., in magazines, in newspapers, on websites. It's difficult to escape it. Ads tell us about the product, right? Yes – but they do this in lots of different ways. They use images, words, sounds and word association.

Let's do a bit of ad analysis. We can find out what kind of message the advertisers are using. Are they trying to manipulate us? Or are they just giving us information?

For a start, ads can be **INTRIGUING**, **PERSUASIVE**, **CHALLENGING**...

WORD FILE

advertising	The activity of making and using ads.
challenging	Difficult, but interesting also.
hot fashion	Very new types of fashion items.
intriguing	Mysterious and strange.
manipulate (v)	To make somebody do something.
memorable	Easy to remember.
persuasive	Something that moves you through argument.
soft	Gentle.
subtle	Not obvious, difficult to notice.
whisper (v)	To speak very quietly.
word association	One word makes you think of another one.

It looks so good...

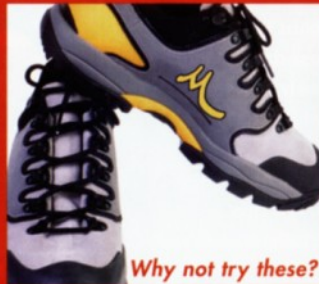


PLEASURE

INTRIGUING ADS

These often use beautiful – or strange – photos. They are designed to catch our attention, and to be memorable. The most extreme ads of this type do not even give the name of the object! They want to make us stop and look at them in a subtle way.

This type of ad is often used for cigarettes. Cigarette advertising is controlled in many countries, so advertisers try to find 'soft' ways to sell their product.



Why not try these?

PERSUASIVE ADS

This type often uses 'gentle' messages. They 'suggest' something. It's like having your best friend whispering in your ear and smiling at you. "Why don't you...?", "Have you ever considered...?".



Why live in the past? Why live in a dull world with ugly hair?

Welcome to the bright colors of Benetton

CHALLENGING ADS

"Be one of the group!" "All the coolest kids use this product!" "Why be different?" These ads often use aggressive language and images. They generally promote 'hot fashion' items – things that will go out of fashion very quickly!



To look great... it's indispensable!

KONIA
Connected with the world

IMAGE, IMAGE, IMAGE...

"Here's the coolest... wildest... hippest... funkiest... object!" "The image-conscious person cannot do without it!" This style is ideal for fashion and consumer objects (mobiles, backpacks, watches, and so on). It's the most common form of advertising for many products. But don't forget all those other types of message. Be clever: don't let the advertisers fool you!

SCIENTIFIC ADS

These ads often contain a lot of text. There's a 'scientific' explanation to support the product. Often there are letters from 'real people' who have benefitted from the product. Sometimes these ads use diagrams and statistics to give them an image of truth. You can find these ads for products like healthy food and drinks, medicine – and even health clubs.



Do you agree with these groups of ads? Can you think of others? Find your own ads to illustrate each group. Which ones are the most effective?

SOCIAL CONSCIENCE ADS

Some advertising is designed to shock us. Sometimes the advertisers want to make us feel sorry for people who are less fortunate than us. They use images like starving kids, or people sleeping in the street. These remind us of the negative side of the consumer world. The photos are often in black and white. They appeal to our hearts and our consciences. Their message is "Give money". Charities use this type of advertising very effectively.

SHOCK! HORROR!

These ads are not *selling* anything. They want to STOP you from doing something. Think of problems like AIDS, smoking, drugs, alcohol. They use shocking visual images, strong colours and often statistics to shock us.

WORD FILE

benefit (v)	To get an advantage from something.
charity	An organisation that helps poor or sick people.
effectively	In an efficient way.
fool (v)	To make people believe something that isn't true.
funky	Fashionable in an unusual way.
hip	Modern and fashionable.
image-conscious	Conscious of your appearance.
shock (v)	To cause a big surprise.
smart	Not stupid.
starve (v)	To be without food.

cellphone	mobile
color	colour
sick	ill
smart	clever