

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ХАРЧОВИХ ТЕХНОЛОГІЙ**

**ЗАТВЕРДЖУЮ**  
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Л.В. ВЛАСЕНКО, Н.О БОЖОК.

**АНГЛІЙСЬКА МОВА**  
**English for advertising, marketing and public relations managers**

Всі цитати, цифровий та фактичний матеріал, бібліографічні відомості перевірені. Написання одиниць відповідає стандартам  
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Навчальний посібник знайомить студентів з основами маркетингу, реклами та зв'язків з громадськістю й дає загальну та професійно-орієнтовану характеристику рекламних технологій.

Навчальний матеріал організовано та розподілено за тематичним принципом на 10 тематичних розділів. Кожен розділ включає оригінальні тексти проблемного характеру, які містять останні дослідження у сфері маркетингу, реклами та зв'язків з громадськістю. Відповідно до навчальної програми з даної дисципліни, тематичні тексти супроводжуються рядом перед текстових й після текстових вправ спрямованих на розвиток навичок усного та писемного мовлення.

Даний посібник призначений для навчання англійської мови студентів на пряму підготовки «Реклама та зв'язки з громадськістю» та розрахований на використання у вищих закладах освіти.

**Л.В. ВЛАСЕНКО**  
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## ВСТУП

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Сучасний етап розвитку міжнародних відносин потребує підготовки висококваліфікованих спеціалістів в усіх галузях національної економіки, які б вільно володіли іноземною мовою як засобом професійно-орієнтованого міжкультурного спілкування.

Даний посібник призначений для навчання англійської мови студентів напряму підготовки «Реклама та зв'язки з громадськістю» та розрахований на використання у вищих навчальних закладах освіти.

Навчальний матеріал організовано та розподілено за тематичним принципом. Посібник складається з 10 тематичних розділів, кожен з яких має оригінальний текст проблемного характеру у сфері реклами, маркетингу та зв'язків з громадськістю, словник, розмовні моделі, що використовуються в природному спілкуванні, ситуативні діалоги, тренувальні вправи, направлені на закріплення лексики, та комунікативно-творчі вправи.

Різний стартовий рівень володіння іноземною мовою студентами, як відомо, є специфікою немовних факультетів вищих закладів освіти. З метою підвищення ефективності навчального процесу, запропоновано вправи і завдання різного рівня складності, що надає можливість викладачеві гнучко підходити до організації навчальної діяльності студентів залежно від рівня їх навченості англійської мови на момент вступу до навчального закладу.

## Unit 1

### Introduction to Advertising

In groups, read the following quotation and discuss how you think advertising does this.

*“Advertising may be discussed as the science of arresting the human intelligence long enough to get money from it”*

Stephen Butler Leacock

#### **Exercise 1. Discuss with partner the questions given below.**

1. What is your favorite advertisement? Why do you like it?
2. What kind of advertisement do you find the most attractive?
3. Do you think that the advertising practices described below are acceptable?

Are there any other types of advertisement that you find offensive?

- Using children in advertisements.
- Using nudity in advertisements.
- Promoting alcohol on TV.
- Comparing your products to your competitors' products.
- An image flashed onto a screen very quickly so that people are affected without noticing it (subliminal advertising).

4. Which of the following statements do you agree with?

- People remember advertisements not products.
- Advertising raises prices.
- Advertising has a bad influence on children.

#### **Exercise 2. Glossary. Learn essential vocabulary and its interpretation.**

**Advertising** – the activity of making a product known and desired

**Advertisement** – a message about the product – written, spoken or presented by means of pictures

**Advertise** – to do advertising

**Heavy advertising/heavily advertised** – we say it when pressure on the customer is very strong

**Commercials** – advertisements on TV and radio and coloured magazines often with a novelty gift (a sample of a new product)

**Small ads** – short advertisements in newspapers

**Advertising agency** – business specialising in advertising

**Advertising campaign** – different activities aimed at popularising a newly launched product

**Endorsement** – a celebrity (a sports champion or film star) advertises a product

**Product placement** – a product (e.g. car) is shown in a film several times.

**Subliminal advertising** – a picture flashes onto a screen very quickly, so people do not realise that they have been exposed to it (it is illegal).

**Word-of-mouth advertising** – most effective and free form of advertising; a satisfied customer advertises a product to his friends.

**Teaser ads** - they tease the customer by not giving complete information.

**Threshold effect** – the fact that advertising for a product or service has to reach a certain level before sales increase

### **Exercise 3. Pre - reading exercise.**

Before you read the article below, match these words to their definitions.

1. Advertisement	a) To start an action in order to introduce something (e.g. a new product);
2. AIDA	b) The main means of mass communication (newspapers, TV and radio);
3. Billboard	c) Small advertisements in newspapers or magazines, divided into categories;
4. Campaign	d) Use advertising and publicity to try to increase sales of a product;

5. Classified ads	e) Signboard for advertising posters;
6. Commercial	f) Special characteristics of a product;
7. Eye-catcher	g) Hours on radio and TV with the largest audience, usually the evening;
8. Features	h) Advertisement on radio or television;
9. Launch	i) Phrase used to advertise a product, or to identify a company or organization;
10. Mass media	j) Awareness, Interest, Desire, Action - the functions of all advertising;
11. Prime time	k) Something that particularly attracts one's attention;
12. Promote	l) Marketing services firm that assists companies in planning advertisements;
13. Slogan	m) Item of publicity to promote a product or service in newspapers, magazines, on TV, etc;
14. Advertising agency	n) Organized course or plan of action

**Exercise 4. Read the following text about “Advertising” and be ready to discuss it.**

### **Importance of Advertising**

Irrespective of whether you are a manufacturer or the end consumer, being well-versed with the importance of advertising can give you a definite edge when it comes to buying and selling of goods and services.

Right from the neon signs, down to the street billboards or those along the highway, you come across numerous advertisements on a daily basis. As if that's

not enough, these advertisements are also sneaked into the commercial breaks in your favorite TV show and soccer matches that you watch with great enthusiasm. With so many advertisements that we are subjected to on a daily basis, it's obvious for the people to be left wondering as to why it is so important. An advertisement is basically a message designed by the manufacturer, in order to persuade the end consumer to go for his products or services. In order to make them appealing, the manufacturers are ready to spend millions of dollars on the advertising agencies which promotes their products and services. Today, the advertising industry has become a multi-billion dollar industry, and going by the trends its growth is not going to cease anywhere in the near future. One of the most important tools of marketing, advertising is the driving factor when it comes to buying and selling of goods and services.

*Definition, functions, categories and types of advertising.*

Advertising is defined as a *nonpersonal sales presentation* directed at many potential customers. It is directed at many customers, so it is vital for the company and the company is ready to pay quite a lot for it. *Advertising expenditures* vary considerably from company to company – from a budget of 1% of sales revenue in one, to 30% in another. Some companies use the *comparative-parity method* – they spend as much on advertising as their competitors. A very practical approach! But is it cost-effective?

There are two categories of advertising:

✓ **product advertising**

✓ **institutional/prestige advertising** (here a concept, philosophy or goodwill of a company are advertised e.g. “S.C. Johnson a family company”).

Certainly product advertising is much more frequent, yet prestige advertising improves the image of the company and – in the long run – may be very effective.

Now, let's look at the functions of advertising:

A – **awareness** (to make customers aware of the existence of the product)

I – **interest** (to make them interested in the product)

D – **desire** (to make them desire the product)

A – **action** (to make them buy it)

The first function presented above is informative: the other three are persuasive. Informative advertising is essential in B2B (businesses-to-business) marketing.

To be effective an advertisement must be repeated (threshold effect). Potential customers should be exposed to it many times, so opportunities to see (OTS) are an important issue. But remember that excessive advertising may be harmful because people become irritated when they are exposed to the same advertisement too frequently. As a result advertising becomes counter-productive.

What mass media can we use to advertise our product? Well, it depends on our advertising budget and on our needs. We can allocate our money in many ways choosing either outdoor (cheaper) or indoor (more expensive) advertising. Indoor advertising media:

**TV – TV commercials and TV spots** (high cost, it is very effective, especially in prime-time).

**Radio - radio commercials and radio spots** (here you can use national or local radio, you can use words and music/jingles only).

**Press – display ads, small/classified ads and inserts** (again you can use national or local newspapers/dailies, weeklies, magazines, professional journals, tabloids and business magazines).

**The Internet** – very effective nowadays, especially for some categories of products (e.g. cars, books).

As we have said earlier the cost of advertising is an important consideration. For small businesses, with limited advertising budgets, cheaper forms of advertising could be better:

- **Billboards/boardings**
- **Trailers**
- **Neon signs**
- **Posters**
- **Street furniture** (e.g. placing ads with backlighting on bus shelters)



➤ **Direct mail** (“junk mail” or “spam” – if it is sent by e-mail)

➤ **Yellow Pages**

In conclusion, we would like to stress that the modern world depends on advertising. Without it, producers and distributors would be unable to sell, buyers would not know about products or services, and the modern industrial world would collapse. If factory output is to be maintained profitably, advertising must be powerful and continuous. Mass production requires mass consumption which in turn requires advertising to the mass market through the mass media. As Advertising has become increasingly international, so it often crosses borders and appeal to people from different countries. But be careful! Culture, religion and tradition are important issues that advertisers should consider (e.g. white is the colour of mourning in Japan).

**Exercise 5.** Define if the statements on the basis of the text are true or false. If they are false, find the right variant in the text.

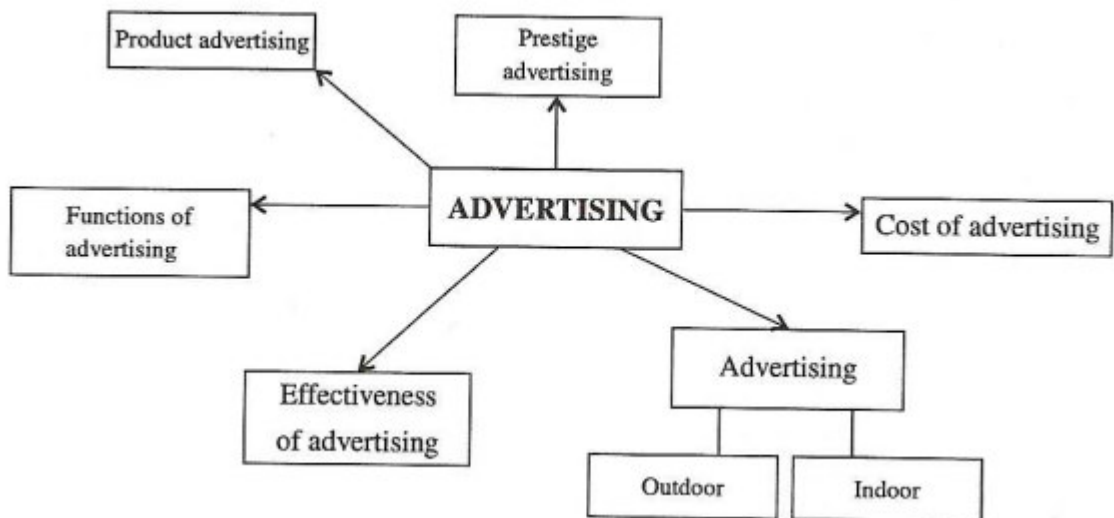
1. Being one of the most important tools of marketing, advertising is the driving factor when it comes to buying and selling of goods and services.
2. There are three categories of advertising: product advertising, prestige advertising and institutional advertising.
3. Awareness, Interest, Desire, Action are the functions of all advertising.
4. To be effective advertisement must be excessively repetitive.
5. Indoor advertising includes TV and media commercials, display ads and posters.
6. Advertising has become increasingly international: it crosses borders and appeal to people of different nations.

**Exercise 6.** Match the words from column A and B to form the word combinations and make up 8 sentences with them.

A	B
1. teaser	a) budget

2. threshold	b) ads
3. advertising	c) revenue
4. product	d) media
5. sales	e) effect
6. mass	f) advertising
7. TV	g) advertised
8. heavily	h) spot

**Exercise 7. Look at the word map and think about the words and expressions that could be used when discussing the topics presented in the boxes.**



**Exercise 8. Decide which word or expression is odd. Explain your choice.**

1. Advertising agency, designing an advertisement, legal control, advertising media, buying media space.
2. Beer media, calendars, wrapping paper, commercial radio.
3. Sound, newspaper ads, colour, movement.
4. Billboards, neon signs, display ads, posters.
5. Advertiser, advert, advertisement, ad.
6. Effective, saturated, eye-catching, teasing.
7. Slogan, threshold effect, opportunities to see, exposure.

**Exercise 9. A. Read the words in the table below and say “What makes a good advertisement”? Make at least five sentences with them.**

clever	interesting	funny	inspiring	eye-catching
powerful	humorous	shocking	informative	sexy

**Exercise 10 . Which of the following do you think is more suitable as a title for the article below?**

- A Cheap Advertising
- B The message
- C Effective Advertising
- D Advertising in the Media
- E Timely Advertising

**Exercise 11. Tick what you believe a successful advertisement should do. Then read the article below to check.**

It should:

1. attract the reader’s attention.
2. address the advertiser’s needs.
3. change benefits into features.
4. justify its claims.
5. tell reader how to respond.
6. be in flyers only.
7. use an effective advertising vehicle.
8. be in December or November.

Consider the mathematics: the newspaper has a readership of 300,000 people. Out of this 300,000 only 10,000 are in your trading radius. Out of this 10,000 only 2,000 read the hospitality supplement. Out of this 2,000 only 500 seriously scan the advertisements and 20 read your ad (assuming it is well constructed). Out of the twenty people who read the ad, one is looking for a new restaurant experience.

How much did the ad cost? Maybe €250 or more? For €250 I could print and hand out a lot of flyers at my local shopping centre, or I could distribute a load of direct mail letters to club social secretaries in my district.

Your choice of advertising vehicle is also critical to cost-effective marketing. Many a good message has been wasted by putting it in the wrong place. The question is not: Is newspaper advertising effective? It is: Can I make my money go further by using a different, more effective advertising vehicle?

The timing of advertising is also important. If my company brochure arrives in Monday or Tuesday's mail, it is a lot more effective than if it arrives on a Friday, because people are busier on Fridays. Similarly, if you advertise for Christmas functions in September or October, you will get a far better response than you would if you advertised in November or December, when most Christmas functions have already been planned.

I'd give money for every time I've heard business owners say, "I've tried it, but it didn't work". If I go back and review what they've done, I often find they have the right message on the wrong vehicle, and vice versa, or the timing was wrong. If you come to an incorrect assumption about why your advertising didn't work, you will be blind to any viable options in the future and that's what a lot of business owners do.

1. What are the components of a successful advertisement?
2. Why does the writer refer to a 'hook' in the fourth paragraph?
3. According to the writer, what is the difference between features and expectations?
4. What does the writer mean by the phrase 'trading radius'?
5. Why is the choice of an advertising vehicle important?

**Exercise 12. Choose one of the advertising media below. Make a short presentation on its advantages and disadvantages. Use the useful words and word-combinations.**

Television, billboards, newspapers, street furniture .

### Useful language.

<b><i>Introducing yourself</i></b>	On behalf of myself and Focus Advertising, I'd like to welcome you. My name is Sven Larsen. Hi, I'm Dominique Lagrange. Good to see you all.
<b><i>Giving background</i></b>	I'll give you the background and talk you through the results of the market study. I've divided my presentation into three parts.
<b><i>Introducing the topic</i></b>	This morning, I'd like to outline the campaign concept we've developed for You. I'm going to tell you about the ideas we've come up with for the ad campaign.
<b><i>Inviting questions</i></b>	If you have any questions, please don't hesitate to interrupt me. If you're not clear about anything, go ahead and ask any questions you want.

### Exercise 13. Topics for discussion.

1. Advantages and disadvantages of advertising.
2. Your favourite advertisement.
3. Advertisements – an important element in business communication.
4. Is it better to use the services of advertising agencies?

### Summary

Advertising is defined as a *nonpersonal sales presentation* directed at many potential customers. There are two categories of advertising: product advertising/institutional/prestige advertising.

There are four main functions of advertising: A – **awareness**; I – **interest** (to make them interested in the product); D – **desire** (to make them desire the product); A – **action** (to make them buy it).

People can allocate our money in many ways choosing either outdoor (cheaper) or indoor (more expensive) advertising. Indoor advertising media includes: TV – TV commercials and TV spots; radio - radio commercials and radio spots (press – display ad; small/classified ads and the Internet.

For small businesses, with limited advertising budgets, cheaper forms of advertising could be better: a) billboards/boardings, b) trailers, neon signs; c) posters; d) street furniture, direct mail (“junk mail” or “spam” – if it is sent by e-mail), yellow pages.

Why is advertising so important nowadays?

How is advertising defined?

What are the basic functions of advertising?

What are the main types of advertising?

What does indoor advertising include?

What types of advertising would you recommend for small businesses with limited advertising budget?

What are the main components of successful advertising?