# Тема 11

**GOALS OF ADVERTISING**

The general goal of advertising is to increase sales, either immediately or in the future, and to do so profitably. Hence the function of advertising is to inform customers of goods or services and influence people's behavior.

Goals of advertising are not limited to trying to influ­ence customers; the process of motivating employees and distributors may be fully as important. The impact of com­pany advertising on its employees and particularly its sales force is not always recognized, but can be a very pos­itive effect as they can see that the company is supporting their efforts, and this generally makes their selling job easier.

So, if advertising efforts are to be effectively planned, directed, and evaluated, more specific goals should be estab­lished, such as:

* Build morale of a company sales force.
* Announce a special reason for "buying now" (e.g., reduced prices, premiums, limited quantities).
* Reach people inaccessible to salespeople, such as top business executives and professional people.
* Enter a new geographic market or attract a new group of customers.
* Build familiarity and easy recognition of package or trademark.
* Correct false impressions, misinformation, and other obstacles to sales.
* Introduce a new product or a new price schedule.
* Build goodwill for the company and improve its reputa­tion.
* Place the advertiser in a position to select preferred distributors or dealers.

Advertising can be classified into two broad categories: informative and persuasive. Typically any advert contains elements of both. When a product is first launched, sales are low because very few customers are aware that it exists. The role of advertising here may be to inform the public of the product's existence and its particular uses. The same applies when the product has been modified or improved. In some cases, e.g. new cars or scientific calculators, the nature of the product may be such that a large amount of technical infor­mation has to be supplied and advertising agai n may have to be informative. Advertising that informs and educates con­sumers gives them greater choice in their selection of goods and services. It can be seen as a form of competition between firms and may encourage manufacturers to improve their products to the benefit of the consumer.

Persuasive advertising, as its name implies, is used to try and persuade a consumer to buy a particular product. Such advertising is subjective and contains many statements of opinion rather than fact, e.g. "Carlsberg - the best lager in the world5'. Persuasive advertising is normally associated with consumer products and is used heavily where differ­ences between products are minor, e.g. toothpaste, baked beans, soap powder, washing liquids and lager. Persuasive advertising has been criticized but nevertheless by 1982, about $60 billion a year was being spent for this kind of advertising in the United States. One of the main drawbacks of persuasive advertising is that it emphasizes the advan­tages of a product and attempts to make those who do not use the product feel as if they are missing out. It plays on jealousy, envy and "keeping up with the Joneses'.

There are a number of regulations that control the content of advertisements and firms are required to follow the British Code of Advertising Practice. Some important extracts from this code are:

1. All advertisements should be legal, decent, honest and truthful.
2. All advertisements should be prepared with a sense of responsibility to the consumer.
3. Ail advertisements should conform to the principles of fair competition as generally accepted in business.
4. No advertisement should bring advertising into disre­pute or reduce confidence in advertising as a service to indus­try and to the public.

The major management problems having to do with adver­tising are how much money to spend, how to allocate it, how to schedule the advertising, and how to measure its effectiveness.

Once the firm has decided on running the advertising campaign it must then decide on the message, the mass media and the receiver. All these factors will be linked. It could be that the receiver - the so-called target audience — will determine the message and the media. If, for example, the product is a children's toy, the advert should be placed on television at particular times of the day.

In designing the message the advertiser will need to con­sider the following:

1. The content of the message: this will depend on the type of product and the market in which it is to be sold.
2. Who is the receiver? The message may be directed at a particular group of the population, in which case it may have to be delivered in a particular way using a certain media.

3.The person used to send the message: very often large firms use celebrities that they think are appropriate for the product.

4. The timing and number of messages: an advertiser has a choice between two approaches to an advertising campaign. It can be extensive, where the object is to reach as wide an audi­ence as possible using different media. On the other hand, it can be intensive, where the object is to reach a particular group repeatedly (e.g. products such as lager, coffee, washing powder and toilet rolls are advertised intensively on television).

Having decided on the message, the advertiser then has to choose the most cost-effective medium (or media). This means choosing the medium that delivers the message to the right (and largest) audience at the lowest possible cost. Examples of the media available are: commercial television, independent local radio, newspapers, magazines, billboards, buses, trains and bus shelters. For a firm advertising an industrial product the choice may be limited to exhibitions, specialist magazines and direct mail.

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# Тема 11

**GOALS OF ADVERTISING**

**Essential Vocabulary**

advertising efforts - рекламная деятельность

allocate v - распределять средства

be aware of - знать, сознавать, быть осведомленным

British Code of Advertising Practice - Британский свод пра­вил, регулирующий рекламную деятельность

build familiarity - создавать осведомленность

build morale - укрепить боевой дух

conform to i; - соответствовать чему-л.

cost-effective adj - доходный, прибыльный, рентабельный

decent adj - приличный, благопристойны й

decide on v - выбрать

direct mail почтовая реклама

disrepute п - дурная слава; плохая, сомнительная репутация

drawback п - недостаток

goal п - задача, цель

goodwill rt - доброжелательность

impact п - сильное воздействие; влияние

increase sales увеличить объем продаж

informative adj - информативный

keep up with the Joneses - быть не хуже других людей

launch v - выпускать (товар) на рынок

legal adj - законный; легальный

mass media - средства массовой информации

medium п sing (pi media) - средство, метод

message п - рекламное сообщение

miss out v - упустить

persuasive adj - увещевательный, убеждающий

place in a position to do smth - дать возможность делать что-л.

price schedule - шкала цен

recognition п - узнавание

run the advertising campaign - проводить рекламную кам­панию sales force - продавцы

schedule v - составлять график, планировать

sense of responsibility - чувство ответственности

target audience - целевая аудитория

trademark n - торговая марка

# СРС # 11

**1. Translate the following words and word combinations or find Russian equivalents.**

1. to establish goals

2. to select distributors

3. selection of goods and services

4. to build good will

5. to the benefit of the consumer

6. to bring advertising into disrepute

7. in designing the message

8. content of the advertisement

9. approach to an advertising campaign

10. fair competition

11. to keep up with the Joneses

12. extensive advertising

13. intensive advertising

14. celebrity

15. to correct misinformation

**2. Translate the following sentences into Russian.**

1. The function of advertising is to build morale of a company sales force.

2. Having decided on the message, the advertiser then has to choose the most cost-effective medium.

3. Once the firm has decided on running the advertising campaign, it must then decide on the message, the mass media and the receiver.

4. In designing the message the advertiser must consider such questions as what type of product is being offered, which market is it entering and who is the target customer.

5. All advertisements should conform to the principles of fair competition as generally accepted in business.

6. Persuasive advertising attempts to make those who do not use the product feel as if they are missing out.

7. For a firm advertising an industrial product the choice of mass media may be limited to exhibitions, special magazines and direct mail.

**3. Fill the gaps in the sentences below with the words and expressions from the box. There are two expressions, which you don't need to use.**

*launched, persuasive advertising, increase sales, target consumer, easy recognition, mass media, influence, sense of responsibility, informative advertising*

1. The general goal of advertising is to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, either immediately or in the future, and to do so profitably.

2. The function of advertising is to inform customers of goods or services and to \_\_\_\_\_\_\_\_\_\_ people's behaviour.

3. The advertising is intended to build familiarity and \_\_\_\_\_\_\_of package or trademark.

4. When a product is first \_\_\_\_\_\_\_\_\_ , sales are low because very few customers are aware that it exists.

5. The role of\_\_\_\_\_\_\_\_\_ is to inform the public of the product's existence and its particular uses.

6 .\_\_\_\_\_\_\_\_\_\_\_\_ , as its name implies, is used to try and persuade a consumer to buy a particular product.

7. All advertisements should be prepared with a \_\_\_\_\_\_\_\_\_\_\_\_ to the consumer.

**4. Find English equivalents for the following Russian expressions.**

1.цели рекламы

2.увеличить объем продаж

3.влиять на поведение людей

4.информирующая реклама

5.убеждающая реклама

6.главный недостаток

7.проводить рекламную кампанию

8.так называемая целевая аудитория

9.уменьшать доверие к рекламе

10.выпускать новый товар на рынок

11.шкала цен

12.экономически эффективная рекламная кампания

**5. Translate the following sentences from Russian into English**.

1. Роль рекламы состоит в том, чтобы информировать людей о существовании товара и об особенностях его использования.

2. Основная цель рекламы - повысить объем продаж.

3. Цели рекламы также включают завоевание новых рынков и привлечение новых групп потребителей,

4. Убеждающая реклама играет на ревности, зависти и желании быть не хуже других.

5. Убеждающая реклама обычно ассоциируется с по-требительскими товарами и используется там, где различия между товарами незначительны.

6. Содержание рекламного сообщения зависит от типа товара и рынка, на котором товар должен продаваться.

# Тема 12

**ADVERTISING MEDIA**

The function of advertising is to inform and influence people's behaviour, as the general goal of advertising is to increase sales.

The major media used for advertising are newspapers, tel­evision, direct mail, magazines, and radio. Each has strengths and weaknesses. Let us now examine the advan­tages and limitations of the various media.

Newspapers

The typical newspaper circulates in a limited and well- defined area, and this offers advantages to the advertiser interested in geographical selectivity. Since almost everyone reads the newspaper, an intense coverage of the local market can be obtained. Newspapers offer great flexibility because ads can be inserted or removed with on у a few days\* notice; this makes it feasible to feature prices in most newspaper ads. Circulation costs are low, and because most metropolitan areas have daily newspapers, messages can be presented fre­quently. But there are several significant limitations to news» paper ads. The paper has a short life - nothing is quite so stale as old news - so it is not likely that advertising will have much influence beyond the day of publication. Newspapers are hastily read, most studies indicate that the average reader spends between 20 and 30 minutes on the paper. Therefore, a message has to make an impression quickly or not at all. Finally, newspapers, being printed on pulp paper, do not have the quality of reproduction and colour that can be achieved in magazine ads. This can be a disadvantage for some car and food ads where the illustration has an important role to play.

***Magazines***

Although magazines now rank only fifth among the media in total dollar revenue, more manufacturers advertise rather in magazines than in any other medium. A particular advantage of magazines is their selective readership: most magazines appeal to some groups and not to others, such as magazines on hunting and fishing, skiing, jogging, automobiles, etc. A manufacturer can direct a message to the segment of the total market that rep­resents the most potential and thereby have a minimum of waste circulation; in other words, the various specialized magazines enhance a selective market segmentation strategy . Magazines also offer a high degree of geographic selectivity.

Magazines are read in a leisurely fashion, compared with newspapers. Some, such as National Geographic and Fortune, may be kept for years. They are often found in doctors\* and 'business' reception rooms, and thereby have a much wider readership than circulation figures would indicate. Most magazines are printed on good paper and provide excellent colour ads. But there are some limitations. Magazines lack flexibility: changes cannot be made for several weeks before publication date - a factor that discourages the use of price in most ads. The infrequency with which magazines reach the market, compared with other media, can also be a drawback.

***Direct Mail***

Direct mail permits the most selectivity of any media because it reaches only that part of the market the advertiser wishes to contact. It is more personal than other media. It has the greatest flexibility; messages can be tailored to the par­ticular characteristics of the audience. Also, best timing can be assured. A mailing list is a vital part of the direct-mail campaign because the people addressed should really be prospects. A firm may compile its own list from company records, or lists can be bought for almost any category of cus­tomer imaginable.

Direct mail offers particular advantages to smaller firms that cannot afford mass media advertising because they need spend only what they can afford or have productive capacity to handle. You can see how the quality of the mailing list, the extent of duplication and the accuracy of addresses, is impor­tant. As there is no editorial or entertainment material, much direct mail material is thrown away without even being opened.

***Television***

Television has grown the most rapidly of the major media. It offers the great advantage of appealing through both the eye and the ear and thereby permits demonstration as well as explanation. It offers tremendous impact; millions can be viewing a program and its commercials at one time.

On the other hand, television is extremely costly. A 30- second commercial on a top-rated network program can cost more than $100,000. Added to this are the costs of develop­ing a commercial - rehearsals, filming, reshooting, dubbing, scoring, animation, printing - and these can add up to many more thousands. However, TV spot costs for a single station, as contrasted with network coverage for all stations, can vary widely and even cost as little as $100 for some shows with lower audience ratings.

It is apparent that TV is most attractive to low-price, repeat sale, mostly convenience goods manufacturers while magazines are strong with distillers and tobacco companies (who are banned from TV and radio). The automobile manu­facturers use both media.

***Radio***

TV did not quite kill radio, as many had predicted. It reaches audiences at low cost: a spot announcement may cost as little as $10. It is very flexible geographically, so that a national firm can pick the areas where it wants to concentrate efforts. The commercial itself can be changed up to broadcast time. Market segmentation is facilitated because many sta­tions concentrate on particular audiences, such as teenagers, country music devotees, classical music enthusiasts, etc. However, radio audiences tend to be extremely fragmented, with many radio stations competing in most areas. Radio shares another disadvantage with TV: the transient nature of any presentation - the message is not available for reference or for rereading.

***Outdoor or Billboard***

Although only one percent of total advertising expendi­tures are used for bilIboards, this medium has been heavily criticized by those concerned with beautifying the nation's highways and by some safety advocates who think such advertising is distracting. It is a highly flexible, low-cost medium and is excellent for reminder advertising. However, copy must be limited and much detail avoided if the message is to be comprehended in the brief period of passing the sign. Usually there is substantial waste circulation so that costs per prospect may be quite high. The automobile companies have been the major users of outdoor advertising.

Advertising has been subject to considerable criticism. Yet, few firms can afford not to do some advertising. Despite the criticisms of advertising, we are far better off with it.

# Тема 12

**ADVERTISING MEDIA**

**Words and Expressions**

**accuracy n** - точность ad = adveritisement

**advantage n** преймущество

advertising media - средства рекламы

advocate n - защитник; сторонник (точки зрения, метода, образа жизни)

appeal и - призывать, обращаться

ban - налагать запрет, запрещать

be better off - жить лучше (материально)

better off - состоятельный

billboard п - рекламный щит, афиша

broadcast time - эфирное время, время вещания

circulation п - тираж (газет, журналов), распространение (информации, изданий и т. п.)

circulation costs - расходы на сбыт тиража

commercial - радио- или телереклама

coverage п - освещение в печати, по радио и т.п.

direct mail - прямая почтовая рассылка

disadvantage п - недостаток

drawback п - недостаток, отрицательная сторона

dub v - озвучивать (фильм, передачу и т.д.)

enhance v - увеличивать, усиливать, улучшать

facilitate v — облегчать, содействовать,

feasible - реальный, выполнимый, осуществимый (о за­мысле, плане и т.п)

flexibility п - гибкость

frequently adv - часто

geographical selectivity - территориальная избиратель­ность

impact п влияние, воздействие

limitations - ограничивающие обстоятельства

mailing list - лист рассылки, список рассылки (список лиц, которым регулярно отправляют рекламные проспекты, приглашения и т.д.)

market segmentation - сегментирование рынка

market segmentation strategy - стратегия сегментации рын­ка

mass media - средства массовой информации

medium л (pi media) - способ, средство

outdoor advertising - наружная реклама

pulp paper - мягкая, дешевая бумага

quality of reproduction - качество воспроизведения и цвета (при печати)

readership п - круг читателей

reminder advertising - напоминающая реклама

safety advocates - сторонники безопасности движения

scoring п - озвучивание

selective adj - выборочный, отборный, избирательный

selective readership - определенный круг читателей

selectivity rt - селективность, избирательность

spot announcement - короткое рекламное теле- или радио­объявление в середине или в конце какой-л. программы

stale adj - несвежий, утративший новизну

strengths - сильные стороны

tailor v - специально приспосабливать для определенной це­ли, чьих-то нужд, интересов

timing п - выбор определенного времени

transient adj - мимолетный, недолговечный, скоротечный

vital adj - (жизненно) важный, существенный; необходи­мый

weaknesses - слабые стороны, недостатки

with a few day s notice - в короткий срок, в течение несколь­ких дней

# СРС # 12

**1. Answer the questions of the lecture 12.**

1.What are the main types of advertising media?

2.What is the difference between newspaper and magazine advertising?

3.What are the advantages and disadvantages of newspaper advertising?

4.What is the main advantage of magazines?

5. What firms prefer magazine advertising? Why?

6.What can you say about radio advertising?

7.Why is direct mail so popular with small firms?

8.What is the most expensive advertising medium? Why?

9.What kind of goods should be introduced by outdoor advertising?

10. What are the main groups of goods advertised on TV?

**2. Say if the statements are true or false. Prove your point**.

1.Newspapers offer great flexibility because ads can be inserted or removed with only a few days' notice.

2.The newspaper has a long life - nothing is quite so stable as old news.

3.A particular disadvantage of magazines is their selective readership.

4.Magazines offer a high degree of geographic selectivity.

5.Most magazines are printed on pulp paper and provide excellent colour ads.

6.Direct mail permits the most selectivity of any media.

7.Direct mail offers particular advantages to big firms that cannot afford mass media advertising.

8.Television offers the great advantage of appealing through both the eye and the ear.

9.The automobile manufacturers use only TV commercials.

10.Radio is very flexible geographically, so that a national firm can pick the areas where it wants to concentrate efforts.

11.Television offers low-cost advertising; millions can be viewing a program and its commercials at one time.

12.The automobile companies have been the major users of outdoor advertising.

**3. Complete the sentences matching the beginning of the sentence with one of the endings.**

1.The general goal of advertising is \_\_\_\_\_\_\_\_\_\_\_\_\_.

2.The function of advertising is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3.A particular advantage of magazines is \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

4.Magazines also offer a high degree of \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

5.Most magazines are printed on \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

6.Direct mail offers particular advantages to \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7.Television offers the great advantage of appealing through\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

8.As millions of people are viewing a program and its commercials at one time tel evision offers tremendous\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

9.The automobile manufacturers use \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

10. Radio ad vertising is cost-effective and very flexible \_\_\_\_\_\_\_\_\_\_\_\_.

a.both the eye and the ear

b.geographic selectivity

c.to inform and influence people's behaviour

d.magazines, TV and billboard advertising

e.geographically

f.impact

g.good paper

h.smaller firms

i.to increase sales

j. their selective readership