

## UNIT 2 - THE BRITISH PRESS

### Lesson 4: Print Media Advertising

*Advertisements contain the only truths to be relied on in a newspaper.*  
Thomas Jefferson

In your opinion, what did Jefferson want to say?

- 1) Advertisements are always reliable
- 2) Newspapers never say absolute truths
- 3) Both ads and newspapers are unreliable

*Do you agree with him?*

*Do you think newspapers contain a right amount of advertisements?*

*What kind of advertisements can you find in newspapers and magazines?*

#### VOCABULARY NOTE

Read the dictionary definitions of “advertising” and “advertisement” given below.

**ad•ver•tis•ing** /'ædvɜːtɪzɪŋ/ *noun* [U] the activity and industry of advertising things to people on television, in newspapers, etc: *A good advertising campaign will increase our sales.* ◊ *Cigarette advertising has been banned.* ◊ *radio / TV advertising* ◊ *Val works for an **advertising agency** (= a company that designs advertisements).* ◊ *a career in advertising*

**ad•ver•tise•ment** /ədˈvɜːtɪsmənt; AmE ædvɜːrˈtɪz-/ *noun*

**1** [C] (also *informal ad*) (BrE also **ad•vert**) ~ **(for sth)** a notice, picture or film telling people about a product, job or service: *Put an advertisement in the local paper to sell your car.*

**2** [C] (BrE also **ad•vert**) ~ **for sth** an example of sth that shows its good qualities: *Dirty streets and homelessness are no advertisement for a prosperous society.*

**3** [U] the act of advertising sth and making it public: *We are employing an assistant to help with the advertisement of the group's activities.*

ORIGIN: *advertēre* (Latin), to turn towards.

#### Exercise 1

Fill in the gaps with the right word (advertising or advertisement?)

1. A good \_\_\_\_\_ campaign will increase our sales.
2. John has worked for ten years in \_\_\_\_\_ before becoming a journalist.
3. Put an \_\_\_\_\_ in the local paper to sell your car.
4. Cigarette \_\_\_\_\_ has been banned.
5. Dirty streets and homelessness are no \_\_\_\_\_ for a prosperous society.
6. We are employing an assistant to help with the \_\_\_\_\_ of the group's activities.
7. Val works for an \_\_\_\_\_ agency.

### ***Exercise 2***

Guess which newspaper(s) or magazine(s) the following ads appeared in:

- 1) “Mother! Watch out for film on child’s teeth”
  - Cosmopolitan
  - The New York Times
  - Good Housekeeping
  - American Journal of Nursing
  - Parent’s Magazine
- 2) “Loose lips sink ships. Don’t talk today, if you must talk, step up and say *Burma Shave!*”
  - Saturday Evening Post
  - Our Navy
  - Men’s Health
  - American Journal of Nursing
  - Vogue
- 3) “How to keep husbands happy! *L’Aiglon*, Russian leather for successful men”
  - Cosmopolitan
  - Saturday Evening Post
  - Men’s Health
  - Good Housekeeping
  - Parent’s Magazine
- 4) “Giovanni Rossano, American ivory soap: kind to everything it touches!”
  - Saturday Evening Post
  - The Times Literary Magazine
  - American Journal of Nursing
  - Parent’s Magazine
  - Vogue
- 5) “A new gown, stunning, expensive. It deserves the simple quick protection of *Dew* at each wearing. *Dew*, crystal-pure deodorant.”
  - Cosmopolitan
  - Saturday Evening Post
  - Good Housekeeping
  - Parent’s Magazine
  - Vogue

### ***Exercise 3***

Match each part of an ad with its correct definition:

1. <b>Standing details</b>	a. The first sentence, designed to grab attention.
2. <b>Headline or hookline</b>	b. A captivating image.
3. <b>Payoff</b>	c. Details and sales pitch, written in smaller font than the headline.
4. <b>Illustration or visual</b>	d. Brand name, trademark.
5. <b>Signature line</b>	e. Slogan that summarises the overall significance of the message. It follows every ad for a particular product.
6. <b>Body copy</b>	f. Address or other contact details of firm.

Look at the advertisements on the next page to check your answers:

A GOOD NIGHT'S SLEEP MEANS A GOOD DAY AHEAD

A BED THAT'S HAND MADE SPECIFICALLY FOR YOU IS AN INVESTMENT THAT PAYS OFF EVERY MORNING OF YOUR LIFE.

**SAVOIR BEDS**  
SINCE 1905

Telephone 020 7486 2222 for a brochure  
www.savoirdbeds.co.uk

Labels: illustration or visual, headline or hookline, body copy, signature line, standing details

Christian Aid doesn't give just Christians aid. That wouldn't be very 'christian' would it?

Poverty doesn't discriminate between religions, so we don't. When your single-minded aim is to help the poorest of the poor, get on their feet, you can't be restricted by boundaries of culture, nationality or religion. This is often difficult as some local organizations have very different views on issues like HIV/AIDS. The fact remains that half of the world's population now lives on less than a pound a day. So whoever you are, your interest and support have never been more important. Please, find out more by visiting [www.christianaid.org.uk](http://www.christianaid.org.uk)

**Christian Aid**  
We believe in life before death

Labels: headline or hookline, body copy, standing details, signature line, payoff

**Questions:** What kind of advertisements are they? Product or service ads? Commercial or non commercial? What do they represent? Can you identify the PUN in the second ad?

Now do the same work with the following ads. Label their parts and answer the same questions:



Don't let a virus infect your family.

Help protect yourself with BT Broadband.

A virus can be pretty devastating for your computer. But losing all your precious pics can be even more devastating for you. That's why BT Broadband now comes with special built in BT Yahoo! Mail Protection with Email Anti-Virus to help keep everything safe. With inclusive BT Yahoo! Anti-Spy, Parental Controls and automatic updates against the latest threats, it all adds up to one of our best-ever online security packages.

with YAHOO!

BT Broadband from £14.99 for the first 3 months



To sign up call 0800 916 9999 or visit bt.com/getbroadband

© credited to your 1st bill. BT Broadband Option 1 £17.99 Direct Debit (or add £3) from month 4. Subject to availability, compatibility and survey. BT line or similar required. 12 month term. Usage guidelines apply. Offer extended to 30/4/06. New customers only. Excludes upgrades/repairs. Other exclusions and conditions apply.

3 years ago, I'm still going on about how great smile is to my long-suffering friends and family. I get fantastic customer service, incredible rates, it's easy to use and it has great official protocols. It's not to be! Thousands of people quit traditional banking every year. You can too.

- Up to 30 times more interest on your current account
- 24 hour support via email or the telephone
- A dedicated team to help you switch
- 95% of our customers would recommend us

**QUIT YOUR BANK** at [smile.co.uk](http://smile.co.uk) smile the internet bank

95% of smile customers would recommend us. Source: Customer Satisfaction Survey, National Consumer Research Council, Retail Bank, Online Banking Provider by Post, March 2006. 2005, 2006 and 2005. Research reported subject to status and we reserve the right to disavow any qualification. The Co-operative Bank is a registered office. 900 000 000. 1 Station Street, Manchester M2 4WT while as part of The Co-operative Bank is authorised and regulated by the Financial Services Authority (No. 121088), subject to the Banking Code, a member of the Financial Conduct Authority (FCA) and is licensed by the Office of Fair Trading (No. 230110). Please refer to our Privacy Policy for further information.



# Dream Egypt, think Kuoni

Call 0870 990 9905 for your 456 page Worldwide brochure now. Prices from £425 per person for 7 nights at Mercure Luxor

**Kuoni Worldwide 2006 includes Egypt's finest selection of beaches, cities and resorts, Nile cruises, escorted tours and multi-centre holidays.**  
Abu Simbel • Asin Soukaina • Alexandria Rowan • Cairo • Dahabi • El Gouna El Quesr • Harghada • Luxor • Nubian Desert • Sharm El Sheikh • Sawa • Somersby  
Request your brochure or just download the brochure pages you want at [www.kuoni.co.uk/brochures](http://www.kuoni.co.uk/brochures)

## We've been tailor making worldwide holidays for 100 years

Ask for the Worldwide 2006 brochure from Kuoni and discover tailor made holidays to the land of the Pharaohs. With Kuoni's unique, fast booking technology, you can create wonderful holidays as individual and flexible as you are in seconds.

You can select any length of holiday, fly with your chosen airline from your nearest UK airport, and combine as many different destinations as you like for the experience of a lifetime. With 100 years of expertise, our team of personal travel consultants are here to help you seven days a week - just call us.

From ancient to modern, Nile cruise to beach holiday, explore the many wonders and diverse sights and cultures of Egypt. With the Great Pyramids of Giza and the arid landscapes contrasting beautifully with the crystal waters of the Red Sea, Egypt offers truly amazing experiences. Your imagination is the only limit.



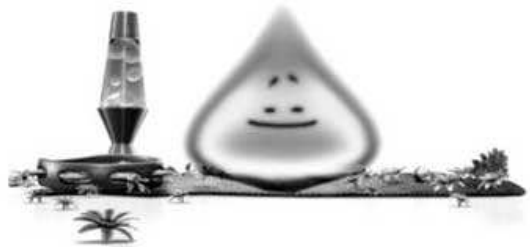
The future of travel. Since 1906



Choose and book online at [www.kuoni.co.uk](http://www.kuoni.co.uk) Request your 456 page brochure now **0870 990 9905** Call to book 7 days a week **01306 747 741**

Price of £425 shown is per person for 2 adults staying at the Mercure Luxor for 7 nights (rooms and breakfast basis), and includes return economy flights with Austrian Air from Gatwick, departures 01 Jun - 26 Jun 2006. Holidays are subject to availability. See Kuoni Worldwide 2006 2nd edition brochure for booking conditions.

# Want guaranteed peace of mind until 2009?



Only British Gas guarantees you no more price rises on gas and electricity until 2009, that's the longest price protection offer around. Just sign up and you could fix your prices at our March 1st rates, and if you're an average dual fuel customer, there'll be no extra cost. Simply visit [house.co.uk/chill](http://house.co.uk/chill)

Helping you control your energy bills.

**British Gas**  
Doing the right thing

Price Protection 2009 rates are subject to a discount of 3.5% for domestic electricity customers and a premium of 2.3% for domestic gas on our new standard variable prices and apply from 1 March 2006. Excludes VAT and regulatory charges. Cancellation charges apply. The no additional cost rate is based on an average dual fuel consumption of 20,500 kWh for gas and 3,300 kWh for single rate electricity. Subject to Availability.

### Exercise 4

Match the slogans on the left with the products on the right:

SLOGAN	PRODUCT or SERVICE
a. Cash if you die, cash if you don't.	1. Yellow Pages
b. The breakfast of champions.	2. Business Committee for the Arts
c. Good to the last drop.	3. Lloyd's Life Insurance
d. Be all that you can be.	4. Clairol Hair Colouring
e. Let your fingers do the walking.	5. Maxwell House Coffee
f. What this commercial is trying to sell you won't make your breath any sweeter, your clothes any whiter or your acid indigestion any better. It'll just make you more human.	6. British Telecom
g. If I've only one life, let me live it as a blonde!	7. Wheaties Cereal
h. Make someone happy with a phone call.	8. United States Army

### Text 1 - Words in Ads

Advertising language is of course **loaded language**. Its primary aim is to attract our attention and dispose us favourably towards the product or service on offer. Advertisers use language quite distinctively: there are certainly advantages in making bizarre and controversial statements in unusual ways as well as communicating with people using simple, straightforward language. Copy-writers are well known for playing with words and manipulating or distorting their everyday meanings; they break the rules of language for effect, use words out of context and even make up new ones. Plain and direct language and modes of address can, however, still be used to attract attention and add emphasis to a picture. The use of the **imperative mode** is of course very common in advertising: 'Buy this', 'Try some today', 'Don't forget...', 'Treat yourself', as are plays on words or **puns**: 'Short, Black and Sides', 'Black hander', 'Black on the map', etc. (these last appeared in a recent campaign for John Player cigarettes). Of course some ads are completely devoid of language or speech, relying on the visual image of the product to speak for itself.

**Catching our attention** and imagination and **aiding memory** are perhaps the primary functions of advertising language: unusual or stylish words and short, crisp sentences are easy to repeat and remember. And our memories are also served by brand names, slogans and catch-phrases, rhythm and rhyme, alliteration, snatches of song or verse and of course endless repetition. In addition to conveying meanings and feelings through the judicious and **experimental use of vocabulary and syntax**, language can function not just as a sign system but also as a sign itself, often loaded with connotational or metaphorical meaning. For instance, some ads rely more on the style of language than its actual content. In ads for, say, a foreign product like French cheese, wine or cigarettes, the speech or writing might be in the French language. We are not really expected to understand the literal meaning of the words used nor to decipher the details of the sales message, but merely to recognize that it is French – **a sign in itself** that signifies 'Frenchness'. Similarly, colloquial language can be used to indicate everyday life, and childish language to connote childishness. Different typographical and calligraphic techniques can also be used as signifiers so that language can signify the product directly by uniting language and product. [...] Furthermore, advertisements are often *inter-textual*: appropriating, and existing through, the voices of previous texts (songs, poems, sayings etc.).

From: Dyer, Gillian, *Advertising as Communication*, 1988

## GLOSSARY

**loaded:** *adj.* full of a particular thing, quality or meaning.

**Straightforward:** *adj.* easy to do or to understand; not complicated.

**copywriter:** *noun* a person whose job is to write the words for advertising material.

**make sth ←→ up:** **PHR V** to invent a story, etc.. especially in order to deceive or entertain

**plain:** *adj.* (**plain•er, plain•est**) easy to see or understand.

**pun:** *noun* the clever or humorous use of a word that has more than one meaning, or of words that have different meanings but sound the same.

**devoid:** *adj.* ~ of sth (*written*) completely lacking in sth.

**rely on / upon sb /sth:** **PHR V** **1** to need or be dependent on sb/sth; **2** to trust or have faith in sb/sth.

**aid:** *verb* to help sb/sth to do sth, especially by making it easier.

**stylish:** *adj.* (*approving*) fashionable; elegant and attractive.

**crisp:** (**crisp•er, crisp•est**) *adj.* (*usually approving*) pleasantly clear and sharp.

**brand name:** (also **trade name**) *noun* the name given to a product by the company that produces it.

**slogan:** (also *AmE informal* **tag line**) *noun* a word or phrase that is easy to remember, used for example by a political party or in advertising to attract people's attention or to suggest an idea quickly.

**convey:** *verb* ~ sth (to sb) to make ideas, feelings, etc. known to sb. **SYN** COMMUNICATE

**actual:** *adj.* used to emphasize sth that is real or exists in fact.

## COMPREHENSION

### *Exercise 5*

Look at the text and find the correct endings for the sentences below:

1) Advertising language always seeks	<ul style="list-style-type: none"> <li>a) to offer a product or service.</li> <li>b) to catch our attention.</li> <li>c) not to be plain and simple.</li> </ul>
2) Copy-writers are generally good at	<ul style="list-style-type: none"> <li>a) deviating from the rules of everyday language.</li> <li>b) giving orders.</li> <li>c) Selling goods.</li> </ul>
3) Advertisements	<ul style="list-style-type: none"> <li>a) never rely on the visual image alone.</li> <li>b) rely only on the visual image.</li> <li>c) may rely on the visual image alone.</li> </ul>
4) Rhythm, rhyme and alliteration are used	<ul style="list-style-type: none"> <li>a) to make the sales message sound better.</li> <li>b) to resemble songs or poems.</li> <li>c) to make the ad more memorable.</li> </ul>
5) The literal meaning of the words in the ads	<ul style="list-style-type: none"> <li>a) may be less meaningful than the language itself.</li> <li>b) is fundamental in the understanding of an advertisement.</li> <li>c) is fundamental when advertising foreign products.</li> </ul>

## Exercise 6

### TRADE NAMES

Many British firms and shops choose a short name which attracts attention, is easy to remember and immediately identifies the service being offered. This name is often spelt in a kind of simple phonetic spelling to make it even more unique and memorable, e.g. EAZIWASH (easy wash) is a launderette and FIZEEK (physique) is a gymnasium and health club.

a) Match the names of the following British firms/shops with the services they offer:

a. U-DRIVE	1. photo processing shop
b. SUPASNAPS	2. photo-copying firm
c. KWICK KOPY	3. snack bar
d. KWALITY FASHIONS	4. garage and repair shop
e. FLITE CENTRE	5. women's clothes shop
f. SNAX	6. hairdressers
g. MOTOR KARE	7. car-hire firm
h. LOOKRITE	8. travel agency

b) Now match the name of each product with the kind of product it is:

i. KLEENOFF	9. beds
j. KATTOMEAT	10. cleaning fluids
k. ANSAFONE	11. rucksack
l. RESTRITE	12. pet food
m. KARRIMOR	13. telephone answering machines

### LANGUAGE NOTE (1): The language of advertising

#### Advertisements:

- are multi-modal: they can use *pictures* and *text*, either simply or in combination;
- contain and foreground extensive and innovative use of *paralanguage* (choice of typeface and letter sizes in writing).

At the **textual level** advertisements play with the sounds and rhythms, meaning and grammatical patterns of language. As has often been observed such **self-reflexive** use of language is a common feature of poetry. The question arises as to whether some advertising merits being described as poetic and whether it has usurped some of the social and psychological functions of poetry.

Advertising use a large amount of **rhetorical figures**. Here a framework is developed, which classifies several rhetorical figures distinguishing among sound, word, and sentence levels.

### Sound level

**Alliteration:** the repetition of an initial or medial consonant sound

*Top People Take The Times* (The Times newspaper)

*Unstick your style* (New Dove Anti-Frizz Cream)

**Assonance:** the repetition of a similar vowel sound, preceded and followed by different consonants, in the stressed syllables of adjacent words.

*Gillette - the best a man can get* (Gillette razors)

*Take the feeling of clean to the extreme* (Aquafresh toothpaste)

**Rhyme:** the repetition of ending sounds.

*A Mars a day makes you work, rest and play* (Mars chocolate bar)

*Go well. Go Shell.* (Shell Oil)

**Onomatopoeia:** the use of words to imitate natural sounds

*Plop, plop, fizz, fizz, oh what a relief it is!* (Alka Seltzer)

*Snap! Crackle! Pop!* (Kellogg's Rice Krispies)

### Word level

**Metaphor:** an implied comparison achieved through a figurative use of words

*Perrier. Champagne of table water* (Perrier sparkling mineral water)

**Simile:** an explicit comparison using 'like' or 'as' to show that it is not literal

*Make your skin feel like butter* (Olay soap)

**Synecdoche:** the use of a part for the whole, or the whole for the part

*The wings of Italy* (Alitalia)

**Metonymy:** the substitution of one word for another which it suggests

*Every smile should be this polished* (Pearl Drops Toothpolish)

**Pun:** a play on words that have more than one meaning, or have different meanings but sound the same : *Precisely what you're looking for* (Casio)

*Book at any station* (Penguin books); *I think, therefore IBM* (IBM)

**Ellipsis:** the act of leaving out a word or words from a sentence deliberately.

*It is. Are you?* (The Independent newspaper)

*We know you're anxious to know. So we'll tell you in two words or less* (e.p.t. Certainty pregnancy test)

**Anaphora:** the repetition of a word or phrase at the beginning of successive phrases, clauses or lines

*Twice the comfort, twice the value, twice the Hotel* (Windsor Suites Hotel, Bangkok)

**Antithesis:** the opposition or contrast of ideas or words in a balanced or parallel construction

*Easy on eyes. Tough on tangles.* (Pert Plus shampoo)

**Climax:** the arrangement of words, phrases, or clauses in an order of ascending power

*Eye it - try it - buy it!* (Chevrolet)

**Euphemism:** the substitution of an agreeable or at least non-offensive expression for one whose plainer meaning might be harsh or unpleasant

*Reduce the early signs of ageing and put your hands on show again* (Nivea Hand moisturising cream)

**Hyperbole:** the exaggeration for emphasis or for rhetorical effect.

*The happiest place on Earth* (Disneyland)

**Irony:** the expression of something which is contrary to the intended meaning; the words say one thing but mean another

*All Diesel jeans are tested on animals* (Diesel jeans)

**Litotes:** an understatement, for intensification, by denying the contrary of the thing being affirmed.

*Quality never goes out of style* (Levi's jeans)

**Oxymoron:** an apparent paradox achieved by the juxtaposition of words which seem to contradict one another

*The world's local bank* (HSBC)

**Personification:** the attribution of personality to an impersonal thing

*The Listening Bank* (Midland Bank)



### Sentence level

**Anacoluthon:** the lack of grammatical sequence; a change in the grammatical construction within the same sentence

*Let us on your imaginary forces work* (Shakespeare's Globe theatre)

**Anadiplosis:** the rhetorical repetition of one or several words; specifically the repetition of a word that ends one clause at the beginning of the next

*Longines times winners - winners choose Longines* (Longines watch brand)

**Asyndeton:** the lack of conjunctions between coordinate phrases, clauses, or words

*Could be cheap. Could be expensive. Visa. All you need.* (Visa credit card)

**Polysyndeton:** the repetition of conjunctions in a series of coordinate words, phrases, or clauses.

*Keeps going and going and going.* (Energizer batteries)

**Chiasmus:** two corresponding pairs arranged not in parallels (a-b-a-b), but in inverted order (a-b-b-a).

*If it's a King, it's a Hillbilly -- If it's a Hillbilly, it's a King* (King Records)

### **Exercise 6**

What are the rhetorical figures contained in these ads? (there may be more than one in each)

1. *Britain's best business bank* (Allied Irish Bank) \_\_\_\_\_
2. *Dream. Dare. Do.* (Girl Guides) \_\_\_\_\_
3. *Don't dream it. Drive it.* (Jaguar) \_\_\_\_\_
4. *Nothing fits like a Ritz* (Rita crackers) \_\_\_\_\_
5. *Tic Tac. Surely the best tactic* (Tic Tac candies) \_\_\_\_\_
6. *If it's on, it's in* (Radio Times) \_\_\_\_\_
7. *How refreshing. How Heineken.* (Heineken beer) \_\_\_\_\_
8. *The World's biggest little station* (KFPM radio station) \_\_\_\_\_
9. *The spirit of Ireland* (Bayleys) \_\_\_\_\_
10. *Money talks* (American Express Card) \_\_\_\_\_
11. *Everywear* (Burton men's wear) \_\_\_\_\_
12. *City linking. Smart thinking* (City Link) \_\_\_\_\_

### **LANGUAGE NOTE (2): Formal vs. informal English**

Look at these statements:

-*The management reserves the right of admission* (notice outside disco)

-*Your name has been given to us by our local Department of Commerce* (business letter)

-*Our company is constantly in search of novelties for our confident clientele* (advertisement)

**Formal English** is used for public speeches, print, business transactions and letters, news broadcasts, reports, notices, regulations, etc.. You can recognise a *formal style* because of the presence of:

- ❖ frequent use of passive
- ❖ long and complex sentences
- ❖ use of abstract nouns (*management, correctness*)
- ❖ frequent use of *it seems that, it is necessary that*
- ❖ use of words with Latin / Greek origin (ex.: *to inhabit* instead of *to live in*)

Now, look at these statements:

-*Keep at him until he listens to you!*     - *She's really down: try to cheer her up!*

**Informal English** or colloquial English is used for private communication acts, generally involving speech, but also popular radio and TV programmes, unofficial websites, email writing, etc.

Note that you can recognise an *informal style* because of the presence of:

- ❖ phrasal verbs
- ❖ contracted forms
- ❖ simpler words