

Advertising.

Collocations with the word “advertising”:

advertising agency – рекламное агентство
advertising agent – рекламный агент
advertising campaign – рекламная кампания
advertising effectiveness – эффективность воздействия рекламы
advertising expenses – расходы на рекламу
advertising in the yellow pages – реклама на «жёлтых страницах»
advertising man/ adman – рекламный агент
advertising manager – менеджер по рекламе; руководитель рекламного агентства
advertising poster (GB)/ advertising board (US) - рекламный плакат, афиша
advertisement – advert - ad - реклама
advertiser – рекламодатель; газета с объявлениями
audience – зрители
copywriter – автор рекламных текстов
to promote – продвигать (товар, услуги)
target group – целевая группа

zapping – переключение каналов в целях бегства от рекламы
peak time – прайм-тайм

Ways to advertise:

TV/radio commercial – теле-/радио-реклама
billboards (GB)/ hoardings (US) - щит для объявлений и афиш
billsticking - billposting – расклеивание афиш
booklet – рекламный проспект
brochure - брошюра
leaflet – рекламный проспект, листовка
neon sign – неоновая вывеска
newsletter – рекламный проспект, информационная рассылка, бюллетень
outdoor sign – уличный щит, вывеска
poster (GB)/board (US) – постер, афиша, плакат
sky-writing - реклама с помощью самолётов, оснащённых специальными дымовыми приспособлениями
roadside signs – придорожная реклама
throwaway/ flier – рекламный буклет, листок
transport advertising – реклама на транспорте
window bill – реклама в витринах (**window-dresser** – оформитель витрин)
mail advertising – реклама по почте
classified advertisements – рекламное объявление, помещённое под определённой рубрикой
comparative advertising – сравнительная реклама; реклама, подрывающая доверие к товару конкурента
direct advertising/ door-to-door advertising - прямая реклама (распространение рекламных

материалов или образцов товара по принципу "в каждую дверь" без использования почтовых каналов)

subliminal advertising – скрытая реклама

product placement – размещение рекламируемого товара в кино или на ТВ-шоу

Tricks used in advertisements:

cartoons – комикс, смешная картинка

slogan - слоган

jingle – рекламная песня

caption - подпись к картинке, слайду

blow-up/close-up on smth – крупный план чего-либо

What do you like about advertisements?

What advertisements are popular at the moment?

What is the funniest advert you can remember?

What car advertisements can you remember? What sort of things do they usually tell you about their products?

What telephone company advertisements can you remember? What do they tell you about their products?

How is washing powder usually advertised?

Is the purpose of advertisements to give information about products, or is their purpose only to project an image?

What do you actually DO when the TV commercials come? Do you watch them? What is the maximum number of things you have managed to do during a commercial break?

Do you (or does someone else in your family) channel surf during adverts? How does the rest of the family respond?

Is there (or should there be) a limit on the number of advertisements which can be shown? What would be the effect of such a limit?

Advertising for alcohol and tobacco is now severely limited - do the adverts, or their prohibition, have much impact either way?

In many countries lightly dressed women frequently feature in advertisements. What do you think of this practice?

Do you feel that you personally are affected by adverts? Do you ever remember the ad but forget what was being advertised?

What do you think is the most effective way of advertising something - on TV, the cinema, radio, internet, newspapers ...

Quotes:

1. Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does. ~ *Steuart Henderson Brit*
2. What is the difference between unethical and ethical advertising? Unethical advertising uses falsehoods to deceive the public; ethical advertising uses truth to deceive the public. ~ *Vilhjalmur Stefansson, 1964*
3. Advertisers constantly invent cures to which there is no disease. ~ *Author Unknown*
4. Advertising is the art of making whole lies out of half truths. ~ *Edgar A. Shoaff*
5. Promise, large promise, is the soul of an advertisement. ~ *Samuel Johnson*