**UNIT 9**

**ADVERTISING IN THE MEDIA**

| **Content**  - distinguish different types and means of advertising;  - recognize the codes and conventions of different categories of advertisements;  - get acquainted with advertisement strategies**.**  **Language**  - learn the related terms to discuss the stated issues;  -develop and integrate their reading, writing, listening and speaking skills;  - improve presentation skills.  **Critical thinking**  - analyze manipulated media messages;  - evaluate the impact of manipulation. |  |
| --- | --- |

**PRE-LECTURING:**

1. The History of Advertising in 60 seconds (2014) 1.10 min<https://www.youtube.com/watch?v=7d3VAYGnXjY>

and

1. The World’s First Ever TV Ad (2011) 0.10 min

<https://www.youtube.com/watch?v=lsjc2uDi1OI>

**Or**

# 1959 First EVER Barbie Commercial High Quaility (1959) 1 min

<https://www.youtube.com/watch?v=9hhjjhYGQtY>

and

# 3. How Commercials Get Us To Buy Crap We Don't Need (2015) 3.27 min

<https://www.youtube.com/watch?v=Urny4oFBbto>

**PART 1. ACTIVATING PRIOR KNOWLEDGE**

**Ex.1. Go to Quizziz and answer the questions to test your knowledge on advertising. Count the correct answers and compare with the results of your groupmates.**

[*Advertising - Quiz*](https://quizizz.com/admin/quiz/58976f6b486491c12fb51057/advertising)

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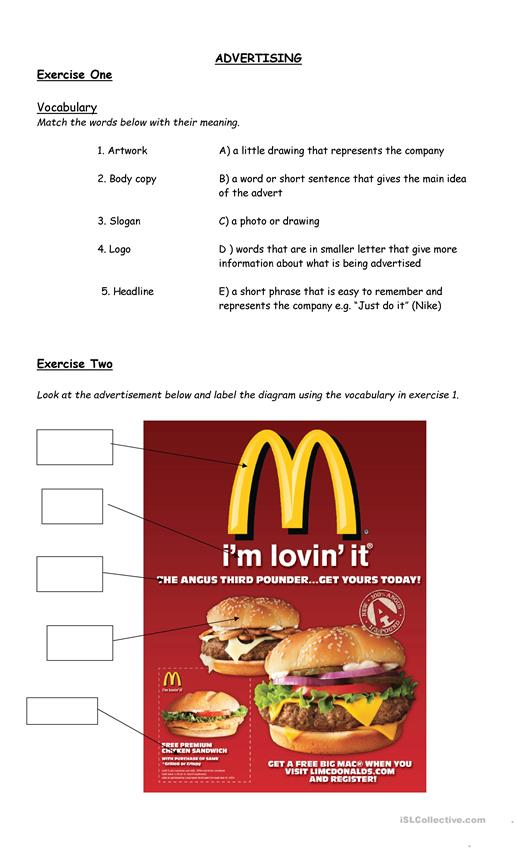
**Ex. 2. Identify the slogans of brands and insert them in the correct space. Provide Ukrainian equivalents of the slogans.**

| **English Slogan** | **Brand Name** | **Ukrainian Equivalent** |
| --- | --- | --- |
| Think Different | Apple | «Думай по-іншому» |
| Open Happiness | Coca-Cola |  |
| Just Do It | Nike |  |
| Because You’re Worth It |  |  |
| I’m Loving it |  |  |
| The Best a Man Can Get |  |  |
| Life’s Good |  |  |
| Connecting People |  |  |
| Have Taste a Break, have a ... |  |  |
| Melts in Your Mouth, Melts in our Hands |  |  |
| Taste the Rainbow |  |  |
| … Gives You Wings |  |  |
| It’s Finger-Licking’ Good |  |  |
| Impossible is Nothing |  |  |
| Obey Your Thirst |  |  |

**Ex.3a. Advertisement Vocabulary. Match the keywords of the advertisement with their definitions.**

| **Word** | **Definition** |
| --- | --- |
| 1. Art work | 1. a short easily remembered phrase, especially one used to advertise an idea or a product |
| 1. Body copy | 1. a line of words printed in large letters as the title of a story or advertisement |
| 1. Slogan | 1. illustrations, photographs, or other non-textual material prepared for inclusion in publication |
| 1. Logo | 1. the main part of a piece of writing such as an advertisement or article, not including the headline, logo, etc. |
| 1. Headline | 1. a design or symbol used by a company to advertise its products |

**Ex.3b. Label the photo using the terms above.**

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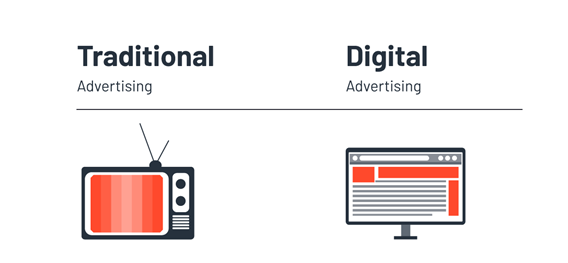
**Ex. 4. Look at the picture. Discuss the following issues:**



1. Does advertising influence the way we think?
2. What appeals to you and what doesn’t about the ads you watch? Share your most favourable advertisements.
3. What types of ads and commercials are considered to be fraudulent and misleading (e.g. health fraudulent - McDonalds, Coca-Cola; “get rich quick” scheme, credit repair, product mispresentations)?
4. Which products have you bought under the influence of advertising?
5. Do you consider advertising a positive thing in our daily routine or not? Support your answer, provide your real-life examples.

**PART 2. PROVIDING AND ENCOURAGING OUTPUT**

**Ex. 5. Distribute the features of traditional and digital advertising given below:**



* reaches new audience
* targetable
* tangibility
* immediate results
* reaches a wider audience
* easy to measure

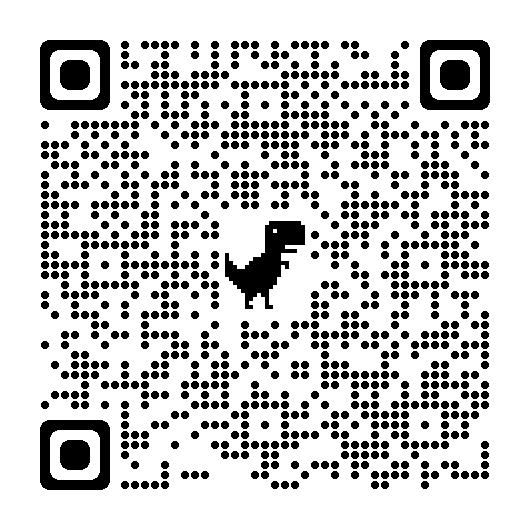
**Ex. 6. Watch and analyze the suggested advertisements and determine their types in terms of**

**- commercial**

**- social**

**- political**

Discuss the audience, purpose and message of these adverts. What are their characteristic features?

1.  2)  3) 

4)  5)  6)

**List of links for qrs above:**

1. [The Girl Effect - the clock is ticking](https://youtu.be/1e8xgF0JtVg)
2. [Joe Biden for President 2020](https://youtu.be/C3UsWMbUpF4)
3. [Oral-B toothbrush](https://ktwilliamsdesigns.files.wordpress.com/2017/11/screen-shot-2017-11-21-at-16-28-52.png)
4. [Mokase: Make Coffee with Your Cover](https://youtu.be/olnLqUz6Bts)
5. [John Hickenlooper for Governor](https://putnampartners.net/case-study/john-hickenlooper-governor)
6. [Smoking causes premature ageing](https://e4p7c9i3.stackpathcdn.com/wp-content/uploads/2015/12/252.jpg?iv=262)

**Ex. 7. Identify and exemplify the effects of different types of advertisements from the activities above. Provide more examples.**

| **Informative advertising** | **Persuasive advertising** | **Reminder Advertising** |
| --- | --- | --- |
|  |  |  |

**PART 3. READING**

**Ex 8.** **Scan the links and read the texts. Identify different types and criteria of advertisement classification. Analyze their functions, impact and other features. Make up taxonomic types of advertisements (e.g. place/location, humans/non-humans, etc.)**

[***10 Kinds of Advertising***](https://bizfluent.com/info-7736409-10-kinds-advertising.html)



[***Different Types of Advertising: Traditional, Modern, and Futuristic***](https://ibuzzle.com/different-types-of-advertising)



# [*The Different Types of Advertising Methods Available to You*](https://www.thebalancesmb.com/different-types-of-advertising-methods-38548)



# [*The Four Different Types of Ads to Choose From …*](https://www.dynamicmarketingsd.com/blog/four-types-of-advertisements)



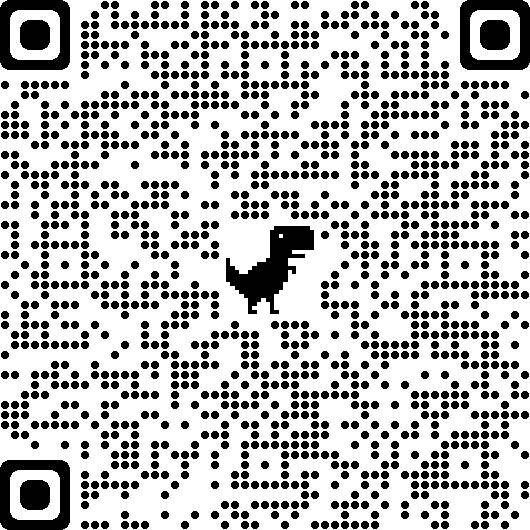
**PART 4. GUIDING TO MORE CALP**

**Ex. 9. Find out the best solution for the advertising campaign in the situation below. Use the knowledge you have got about techniques, manipulations and types of ads.**

*Martin is launching a restaurant in Kyiv (Pechersk district). He is thinking about the advertising campaign and the plan to implement it. Consider the options below and find the solution to resolve the problem.*

1. Allow for a sufficiently big budget of the advertising campaign in order to promote the place, raise customer awareness and increase sales via printed advertising
2. Allow for a sufficiently big budget of the campaign to promote the place via bloggers, influencers and target commercials.
3. There is no need to promote the restaurant because new places always attract people and the best advertising is via word-of-mouth
4. To promote the place via offers and discounts for a short period of time.

**Ex. 10. Hidden commercial: Product placement, Surrogate, Jeansa (Advertorial). Study the infographics on the** [**main features of Product Placement**](https://thumbnails-visually.netdna-ssl.com/everything-you-should-know-about-hidden-product-placement_50290f418de8e_w1500.png)**.**

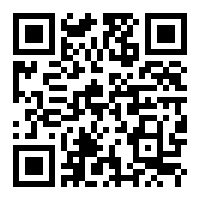
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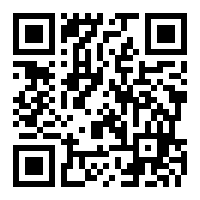
**Google information on the notions “surrogate advertising”, “jeansa” (advertorial) and create similar infographics using the sources stated in Unit 5.**

**Discuss the difference between these three types of hidden advertising and identify the least fraudulent of them.**

**PART 5. WRITING**

**Ex 11. Look at the chart *F-A-T-P Organizer.* Here you have some examples provided.**  **Scan the links, watch the ads and complete the chart. Add more formats and fill in the spaces.**

***1)2)3)4)***

***5)6)*** *****7)***

***Links to the resources above:***

1. [***James Bond Movies Advertise Aston Martin***](https://www.bing.com/videos/search?q=james+bond+movies+advertise+asten+martin&docid=608024071941213097&mid=29A57B866F5871D21CF429A57B866F5871D21CF4&view=detail&FORM=VIRE)
2. [***Cheetos It Wasn’t Me Super Bowl***](https://player.vimeo.com/video/507202579)
3. [***Ants***](https://www.adsoftheworld.com/media/film/de_lijn_ants)
4. [***2021 Toyota Big Game Commercial***](https://www.youtube.com/watch?v=fqWG5_7nwyk)
5. [***Jeep Wrangler 4xe 2021 Odyssey from liviu***](https://player.vimeo.com/video/518952632)
6. [***Oreo A New Day***](https://www.ispot.tv/ad/tN4g/oreo-a-new-day)
7. [***Animated Infographics - AT&T Cargo View***](https://youtu.be/EjApd_DewRo)

| ***F=form*** | ***A=audience*** | ***T=topic*** | ***P=purpose*** |
| --- | --- | --- | --- |
| **tribute** | people of different age, sex and physical abilities | car promotion through a story of hope, strength, determination and love  **details**: Toyota and 3-time Paralympic gold medalist Jessica Long | draw attention to inclusion and human spirit and possibilities |
| **family daily routine** | teenagers and youth | food habits, snacks  **details**: [Cheetos Super Bowl, Mila Kunis , Ashton Kutcher and Shaggy)](https://www.youtube.com/watch?v=0ucKzTuy8a8) |  |
| **movie** | people of different age and sex | **details**: movie “[Skyfall”, James Bond’s car, - Aston Martin DBS](https://www.youtube.com/watch?v=DPEoq3Ft-gA) |  |
| **wild life scenes** |  | **details**: Jeep |  |
| **cartoon** |  | **details**: public bus service in Belgium |  |
| **slideshow** |  |  |  |
| **animated infographics** |  |  |  |
| ... |  |  |  |

**Ex. 12. Consider the following advertising techniques and appeals. In teams find out the meaning of the notions and find definitions for those which are new. Identify the most effective techniques and exemplify some of them with commercials you have come across.**

| **Common advertising techniques** | **Sales Techniques** | **Unethical Techniques** |
| --- | --- | --- |
| Information  Status  Peer approval  Hero endorsement  Physical attraction to others  Entertainment  Intelligence  Independence  Unfinished comparison Bandwagon Advertising Facts and statisctics | Guarantees  Scarcity  Perceptual contrast  Scientific and numerical claims  Negative option | “Bait and switch”  Health/travel fraud  Exploitation of fears  Out-of-context quotations |

**Ex. 13. Commercial promotion. Divide the class into groups of 5 and propose to create a commercial using techniques above. Ask students to present their commercials to the class and ask other groups to spot the techniques they used. Use the plan below as an aid.**

**In the end, rank presented commercials from the best appealing to the worst. Discuss the “catchy fragments” and failures in presenting .**

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**PART 6. FURTHER EDUCATIONAL RESOURCES**

**Ex. 14. Check if you remember the terms and expressions from this unit.**

Advertisement, advertorial, art work, body copy, commercial, digital/traditional advertising, F-A-T-P organizer, hero endorsement, logo, product placement, slogan, types of advertising.

**Ex. 15. Read the text “How Advertising Manipulates Your Choices and Spending Habits”. Before reading, air your view on the statement “People will buy for two reasons - it makes them feel good or it takes the pain away”.**

# How Advertising Manipulates Your Choices and Spending Habits

# (and What to Do About It)

Advertisements aren't inherently bad, but many use manipulative tactics that influence in ways we don't even realize. Despite how much you think you ignore them, and how little you may believe they affect you, that's not necessarily the case. Here's a look at how manipulative ads work, the problems they cause, and what you can do to avoid these negative consequences.

You see ads every day, whether it's on a web page, before a movie, or in the middle of a TV show, and it's easy to say “they’re just ads” because, at worst, they feel like a nuisance or interruption. A lot of people have difficulty accepting the idea that ads are manipulative because we want to believe we're in complete control of our choices. While the concept of advertising isn't inherently problematic, we've moved on from the “Eat at Joe’s” sign to far more complex and sometimes even moving, cinematic messages that are designed to create significant memories of a product. These memories are created because an ad succeeds at making us feel something—whether it’s good or bad—and that emotional response can have a profound effect on how we think and the choices we make. Not all advertising is bad, but we’re going to take a look at what's problematic, what isn't, and ways you can avoid the negative effects associated with so much of what you passively experience.

Advertising exists because there's a product a company wants to sell and they want people to know about it so they can buy it. This much is obvious. Sometimes that product is a cleaning spray or a microwave oven, but often it's yet another article of clothing, a gadget, another meal out, or something else you don't necessarily need. These advertisements aren't for the average person with a small amount of spending cash, but rather they're for the rich.

Rich people don't make up a large portion of any population, but they're the ones with money to spend. They can see an ad, decide they want a product, go buy it, and it has very little effect on their wallet. The problem is that we all see the same advertising but can't necessarily afford the purchases. We all want the lifestyle of the rich, as we see it depicted in television, film, and commercials.

Experts in the field call it ‘referencing”. We reference, either intentionally or otherwise, to lifestyles represented to us (in the media or in real life) that we find attractive. We create a vision of ourselves living this idealized lifestyle, and then behave in ways that help us to realize the vision. The problem with this process is that the lifestyles most often portrayed, and ultimately referenced, are well beyond the means of all but a very small percentage of Americans.

We’ve borrowed a lot. According to [American Consumer Credit Counseling](http://www.consumercredit.com/docs/CreditWebpdf.pdf), we carry over $680 billion dollars in revolving credit and over 1.7 trillion dollars in total debt. That comes out to about an [$10,700 per household](http://money.cnn.com/magazines/moneymag/money101/lesson9) with only [about half of individual credit card holders paying their balance in full each month](http://www.hoffmanbrinker.com/credit-card-debt-statistics.html#Pay%20In%20Full%20vs.%20Minimum%20Payment%20Only). This is bad by itself, but factoring in high interest rates and the inability to afford more than the monthly payment—while the desire to spend doesn’t decrease at all—this turns out to be a huge problem. It's particularly hard to get rid of debt when the desire to spend doesn't go away. It's always there because we are constantly receiving messages to want more and more things that we can’t afford.

## How Manipulative Advertising Works (and What to Do About It)

There are all kinds of ads, but in general they all aim to keep you from thinking and, instead, make your buying choices based on an emotional response. Here's a look at some of the tactics and what you can do to counteract them.

Advertising exists to tell you about a product, which can be as simple as “Brand X soap cleans your dishes” or “Restaurant Y serves food”. Of course, when there's competition in the market the ads you see need to be a little more descriptive in order to set products apart. For example, a restaurant may serve a reasonably tasty, unhealthy hamburger in under a minute, but why would you choose theirs over another? Because they said so.

Basically, if you’re not prepared to think—and you often are not when you're watching television or reading a magazine—you'll pretty much accept any suggestion if it is offered to you. Since you're being so passive, you may not even realize it's happening.

What can you do? Think. When your parents used to tell you “because I said so” you probably weren’t ready to accept that answer. Don't do it subconsciously when watching an ad. Think about what the ad is saying. Play devil's advocate and consider the negative aspect of the products that definitely aren't being shown to you. It only takes a few seconds to consider that the chalupa you're seeing [may or may not contain actual meat](https://jezebel.com/this-is-what-really-hides-in-taco-bells-beef-5742413). Keep your brain active when you're looking at ads and you'll be better off.

**Ex. 16. While reading the text, highlight the information about 1) how manipulative ads work, 2) the problems they cause, and 3) what you can do to avoid these negative consequences**

* **How the manipulative ads work**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **The problems they cause:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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* **What you can do to avoid these negative consequences:**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Ex. 17. Analyze the similarities in laundry detergent companies advertisements. Single out manipulating elements (colour, font size, intonation, context).**

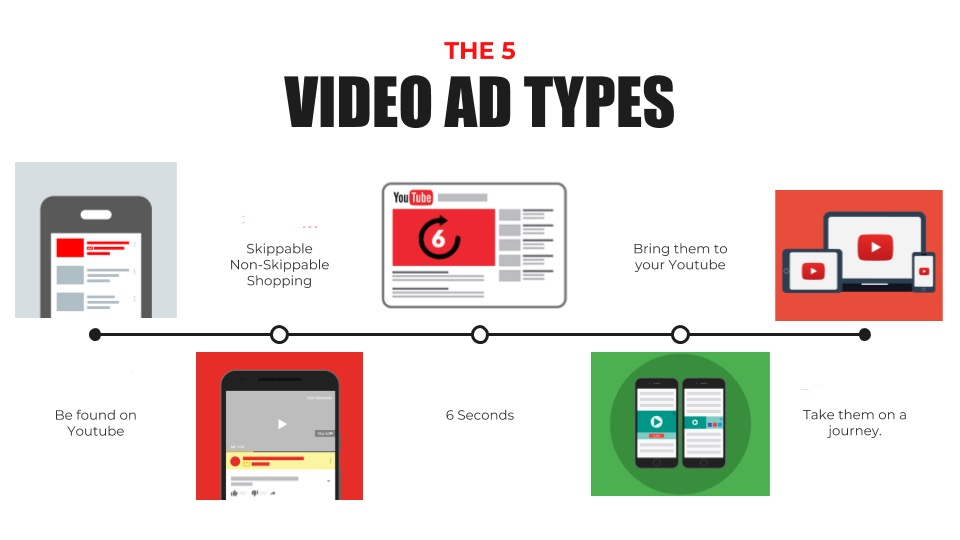
**Printed ads prompts**

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**Ex. 18. Label the types of video ads you come across** **and exemplify them with your own findings.**

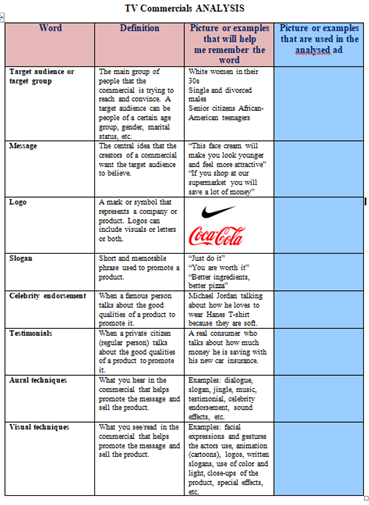
* Which of them do you find the most irritating?
* Why are Video Ads the best advertisements?
* Why to prevent the appearance of unwanted video commercials on your social network page/youtube browsing?



***TrueView InStream, TrueView Discovery, AdSequence, OutStream, Bumper.***

**Home work**

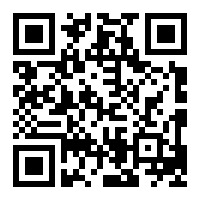
Click on the link and watch the video commercials. Answer the questions in the cells with the analysis criteria.



[IKEA Commercial - Start something New - YouTube](https://www.youtube.com/watch?v=AfERQ-Riy2E&ab_channel=AdvertiserGreat)



[Lenovo YOGA– For All of Us - YouTube](https://www.youtube.com/watch?v=SFVmi93k8Y4&ab_channel=Lenovo)



**PART 7. REFLECTION**

Answer the questions:

1. Things I Learned
2. Things I Found Interesting
3. Questions I Still Have

**References:**

1. How Advertising Manipulates Your Choices and Spending Habits. URL: <https://lifehacker.com/how-advertising-manipulates-your-choices-and-spending-h-30812671>
2. YouTube advertising formats. URL: <https://support.google.com/youtube/answer/2467968?hl=en>
3. [10 Kinds of Advertisin](https://bizfluent.com/info-7736409-10-kinds-advertising.html)g. URL: <https://bizfluent.com/info-7736409-10-kinds-advertising.html>
4. Different Types of Advertising: Traditional, Modern, and Futuristic. URL: <https://ibuzzle.com/different-types-of-advertising>
5. The Different Types of Advertising Methods Available to You. URL: <https://www.thebalancesmb.com/different-types-of-advertising-methods-38548>
6. The Four Different Types of Ads to Choose From … URL: <https://www.dynamicmarketingsd.com/blog/four-types-of-advertisements>
7. Main features of Product Placement. URL: <https://thumbnails-visually.netdna-ssl.com/everything-you-should-know-about-hidden-product-placement_50290f418de8e_w1500.png>
8. Analyzing TV Commercials. URL: <https://www.cal.org/siop/pdfs/analyzing-tv-commercials.pdf>
9. 10 Best Non-Profit Advertising Campaign Examples. URL: <https://thevisualcommunicationguy.com/2018/08/15/10-best-non-profit-advertising-campaign-examples>
10. What Is the Difference Between Commercial and Non-Commercial Advertising? URL: <https://www.netinbag.com/en/business/what-is-the-difference-between-commercial-and-non-commercial-advertising.html>

**Further readings:**

1. 13 Video Ads that Marketers Must Know About.URL:

<https://rocketium.com/academy/video-ads-marketers-must-know/>

1. Five Useful Types of Video Ads that Meet Your Advertising Campaign. URL:

<https://breadnbeyond.medium.com/five-useful-types-of-video-ads-that-meet-your-advertising-campaign-ece8259f4dea>

1. Types of Video Advertising: YouTube, Facebook, Instagram, and SnapChat. URL:

<https://epicproductionsllc.com/types-of-video-advertising/>

1. How ads and clicks shape the Internet. URL: <https://edu.gcfglobal.org/en/digital-media-literacy/how-ads-and-clicks-shape-the-internet/1/>
2. What is targeted advertising? URL: <https://edu.gcfglobal.org/en/digital-media-literacy/what-is-targeted-advertising/1/>
3. <https://quizlet.com/ie/165134152/business-marketing-1-flash-cards/>

**Appendix A**

**Glossary**

**advertising media** - communication channels that carry advertising messages to consumers. These include print media (newspapers, magazines, pamphlets), electronic media (radio, television), outdoor signs and posters, phone directories, direct mailings, novelties, and the Internet

**advertising rate** - amount of money charged for advertising space or time

**advertising techniques** - procedures designed to inform or persuade people. Among the most common techniques are the attention getting headline, the basic appeal, the comparison of products, the product character, repetition in advertising, the slogan, and the testimonial.

**advertising time** - amount of time on radio or television set aside for advertising.

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**advertorial** - a form of advertisement in a newspaper, magazine or a website which involves giving information about the product in the form of an article. Usually, a brand pays the publisher for such an article.

**bandwagon advertising** - a specific type of propaganda advertising technique that tries to get the target audience to jump on board, so as to not "miss out" on what everyone else is doing. The idea of the Bandwagon Appeal is to make people feel like they’re missing out or falling behind if they don’t join the crowd and be a part of the trend.

**blink ad** - television commercial lasting just one second.

**celebrity (hero) endorsement -** a very old marketing communication strategy whereby popular culture and celebrities that are part of this popular culture are used to create a brand image and to deliver the messages regarding the brand image.

**commercial** - radio, television, or Internet advertisement. Commercials were first developed for radio in the 1920s. Based on narrative, the persuasive qualities of the human voice, and often the allure of musical jingles, the radio commercial became a highly effective vehicle for promoting products. With the advent of television after World War II, the advertising industry adapted the idea of the radio commercial to the new visual medium. And, of course, today, commercials are found throughout cyberspace

**endorsement** - public support given to a product for advertising purposes

**famous-person testimonial** in advertising, the endorsement of a product by a well-known person (a movie star, an athlete, etc.)

**informative advertising** is used when a company is attempting to introduce a new product to the market to make consumers aware of its existence

**logo** [abbreviation of **logotype]** distinctive design or trademark used by an organization or a company for itself or for its products so that they can be easily recognized. Logos are the pictorial counterparts of brand names. Well-known logos in the United States include Ralph Lauren’s polo horseman, Lacoste’s alligator, the “good hands” of the Allstate Insurance Company, the “rock” of the Prudential Insurance Company, the McDonald’s “golden arches,” the Macintosh “apple,” and the “stagecoach” of the Wells Fargo Company. Logos are often designed to evoke historical or cultural themes or symbolism. For instance, the logo of the apple suggests the biblical story of Adam and Eve, even though the original fruit was named simply a “forbidden fruit”— it was depicted as an apple by the early religious painters. Its biblical symbolism is encoded into the Macintosh logo.

**persuasive advertising** is used to convince customers to purchase a company's product or service. This form of advertising often focuses on the benefits the product or service can offer the end-user.

**рolitical advertising**includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, digital or social media advertising, or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support in any election campaign.

**reminder advertising** is used as a reminder and to maintain customer relationships

**skip -** to avoid;to not do or not have something that you usually do or that you should do

**slogan** - catchy expression used in advertising and publicity: for example, I’m lovin’ it! (McDonald’s slogan); You’re in good hands with Allstate! Slogans help create a favorable image of a company, a brand product, a politician, or a cause.

**social advertising** has non commercial objectives looking forward for effects that contibute in the short and long run to social and human development.

**testimonial technique** - advertising method that incorporates statements from famous people or satisfied customers, who endorse a product. Under U.S. government regulations, endorsers must use the advertised product if they claim they do so

**Summative Assessment**

**1. What is the main purpose of advertising?**

a) to inform people about new products and services

b) to let people know about a product’s benefits and where to buy it

**c) to make money for the company**

d) to raise awareness about an issue, collect funds for a cause, or promote an idea.

**2. Graphic representation of a company name is**

a) headline

b) art work

c**) logo**

d) slogan

**3. A specific group of consumers intended as the recipients for an advertisement or message**

a) **target audience**

b) product placement

c)testimonial

d) advertorial

**4. A technique in advertising where a celebrity or famous person says they use or enjoy a certain product or service.**

a) appeal to snobbery

b) **celebrity endorsement**

c) correct people that shop at target

d) perceptual contrast

**5. A technique in advertising when an average, everyday person says they use or enjoy a product or service.**

a) appeal to plain folk

b) bandwagon

c) celebrity endorsement

d) **testimonial**

**6. *\_\_\_\_ advertising* includes any advertising displays, newspaper ads, billboards, signs, brochures, articles, tabloids, flyers, letters, radio or television presentations, digital or social media advertising, or other means of mass communication, used for the purpose of appealing, directly or indirectly, for votes or for financial or other support in any election campaign.**

a) social

b) commercial

c) non-commercial

d) **political**

**7. \_\_\_\_ *advertising* is used to convince customers to purchase a company's product or service. This form of advertising often focuses on the benefits the product or service can offer the end-user.**

a) bandwagon

b) informative

c) **persuasive**

d) reminder

**Appendix B**

Presentation peer assessment criteria