

Advertising

Advertising can be defined as a service to the community. Perhaps it would be interesting to examine the nature of advertising and discuss its kinds, techniques or effects it may have.

Advertising is a way of persuading and encouraging people to buy certain products. It may also be seen as a kind of guide in the mass markets and as an important way of selling goods. Its purpose is not only to attract customers and sell goods but also to inform people about the new products and remind them of the existence of the old ones.

Advertisements appear on television and radio where they are announced in the breaks between programmes; they are printed in papers; hung in shop-windows or underground subways in the form of posters, and so on.

There are many different techniques used in advertising. First, there is the repetition technique which makes the advertised product remain deep in a customer's mind. The second technique is called the "before and after" technique. It operates on contrasts and usually shows a certain product before using it and then pointing out its wonderful effects, for example a dirty shirt becomes as white as snow after using an advertised powder or soap. The third technique is psychologically motivated and appeals to basic human instincts, such as vanity, fear, or greed. Thanks to this technique people buy consumer goods or insurance, fashionable clothes and cosmetics, they eat more than necessary, imitate famous actors and singers and try to "keep up with the Joneses". Advertising often makes use of slogans and catch-phrases for its purposes.

People have different attitudes to advertising. Some claim that it is necessary and useful because it creates mass markets for products and, therefore, goods are cheap; it informs people about household goods, jobs available, births, marriages in newspapers; it makes life more cheerful and streets more colourful. On the other hand, people have many objections to advertising. They call it the "unproductive industry" on which vast sums of money are spent and which creates the demand for things that people do not need. Moreover, many advertisements are in poor taste; they are imposed on audiences often interrupting good television programmes. Besides, they give enormous profits to companies and it is the consumer who pays for it. Some people think that certain restrictions should be imposed on advertised products which are harmful to health, for example cigarettes or alcohol. They believe that good quality goods do not need to be advertised.

Having looked at some aspects of advertising-its kinds, techniques, effects it has, its advantages and disadvantages one may now see that in spite of a few objections, it performs a useful service to the community and is an integral part of modern life.

VOCABULARY

service - usługa

community - społeczność

to persuade - przekonywać

to entourage - zachęcać

guide - przewodnik

market - rynek

to sell goods - sprzedawać towar

purpose - cel

to attract - przyciągać

customers - klienci

to keep up with the Joneses - dotrzymywać kroku innym

slogan - slogan

catch-phrase - fraza

attitude - podejście

goods - towary

cheap - tanie

available - dostępne

objection - zastrzeżenia

unproductive industry - nieproduktywny przemysł

poor taste - zły gust

demand - popyt

profit - zysk

consumer - konsument

restriction - restrykcja

to impose - narzucić

harmful - szkodliwe

good quality goods - towary wysokiej jakości

advantage - zaleta

disadvantage - wada

integral part - nieodłączna część

soap - mydło

to appeal - przemawiać do

instinct - instynkt

vanity - próżność

fear - strach

greed - chciwość

consumer foods - towary

konsumpcyjne

insurance - ubezpieczenie

to imitate - naśladować

products - produkty

to remind - przypominać

advertisement - reklama

poster - plakat

technique – technika

to operate on contrasts - operować

kontrastami

to point out - wskazywać

effect - efekt

powder - proszek

SPEAKING

1. Is advertising necessary at all?
2. Do you like advertisements presented on TV?
3. Do advertisements encourage you to buy certain products?
4. Would you call advertising unproductive industry?
5. Do you think that advertisements distort the truth?

Adapted from Małgorzata Cieślak: *Repetytorium tematyczno-leksykalne 1*. Wagros.