**Unit Eight**

**Advertising**

**Suggested Teaching Steps**

Lead-in

Text A

* Detailed Study
* Structure

After-reading

Additional Materials

**Lead-in**

**Directions: Watch the video clip and answer the questions.**

1. According to the clip, what is the power of advertising?

2. According to the clip, how many stages are there in making an advertisement?

**Tips:**

1. Advertising helps to build customers’ trust in a particular brand.

2. Four stages:

1) Brand representatives commission an advertising agency to create their ad.

2) The advertising agency conceptualizes and packages advertisements.

3) Brand representatives accept.

4) The advertising agency put the ad on different platforms.

5) Book slots.

**Text A Changes in Advertising Caused by Technology**

Undoubtedly, advertising for products has changed with all of the changes in media technology over the past 100 years. For example, car dealer marketing used to rely heavily on their salesmen at the dealerships, now, because of technology there is such a thing as car dealer websites, where consumers can look up dealerships online and figure out either answers to their questions or which dealerships they want to go to instead of going directly to the lot, so the auto industry’s way of advertising has changed significantly in this example. From the radio to the Internet, advertising is constantly changing due to the advances in technology.

With the advent of the radio came sponsorships from companies. Before the radio, companies would usually take out advertisements in the newspaper or maybe send out mailers. The radio made it possible for companies to sponsor radio shows and the actors and actresses would then talk about the product either during the show or at a break. Radio also allowed companies to advertise their products on a national level, not just in local newspapers, so the audience that businesses could target at one time because much bigger.

When television entered the market, it gave companies the ability to show their product, like how to use it and how it actually looked. Television allowed companies to target specific sub-sets of the consumer population instead of just everyone. For example, companies were able to figure out the types of people who were watching specific shows at specific times of the day or evening and then put advertisements on that would interest that audience. The biggest break through television offered was the ability for companies to demonstrate their product. With radio, people could only hear a description of the product, which is easier to tune out. When people actually see the product they become more engaged with it, especially if they can see how easy it is to use or how delicious it looks. Also, it is important to note that companies did keep one thing alive from the days of radio advertising and that is sponsorship, or what is now known as product placement. For example, many auto companies pay television stations to have characters on specific shows driving the company’s new automobile

Finally, the introduction of the Internet changed advertising once again as companies started coming up with interactive sites that people could go to and become even more engaged with the product. Businesses can also track what sites their customers use and advertise directly to them, which is known as targeted advertising.

Targeted advertising relies upon a user’s individual habits online that include actions from how she/ he submits information on a retail site to then later going to a new site and finding those very same items, even similar items. This is how targeted advertising functions whereby information that people largely deem uninteresting or trivial is used to create a menu of objects, from among a larger group of online advertisers, which use the collected information to feed future advertisements. People are shown what these advertisers deem that they ought to see.

While online advertisements might seem harmless to most, for what harm can be done by advertisers showing a person the same blender in an advert today that he or she purposefully searched for yesterday, the reality is that much more than his/her preference for blender types or speeds is recorded in this metadata that these advertisers collect on him/her.

Metadata is created from customers’ online searches and interactions with websites that rely on information from their browsing habits to ensure that the kinds of advertisements they are shown are specifically aimed at them. When the advertisements refer to home restoration or electric automobiles, this might seem like a harmless mechanism. However, will their human rights be abused if smaller cars are shown because the customer is supposed to be a female over say, a male customer who is shown advertisements for jeeps? There is an ethical question afoot.

Advertising has definitely changed with technology. It will be interesting to see in the coming years what happens as new technology comes about and the privacy issues that are sure to arise with companies increasingly using the Internet to get information about consumers without the knowledge of the consumer.

**Detailed Study**

1. (Para. 2) With the advent of the radio came sponsorships from companies. Before the radio, companies would usually take out advertisements in the newspaper or maybe send out mailers.

【译文】无线广播的问世催生了公司赞助。之前，公司通常在报纸上刊登广告，或邮寄广告单。

The first sentence is an inverted sentence. An inverted sentence is one in which the normal order of a subject followed by a verb is reversed. Inverted sentences are required with certain grammar structures and used as a means of sentence stress or emphasis. In this sentence, the subject “sponsorships” is reversed after the verb “came” with the purpose of emphasis.

2. (Para. 3) Also, it is important to note that companies did keep one thing alive from the days of radio advertising and that is sponsorship, or what is now known as product placement.

【译文】此外，值得注意的是，公司延续了无线广播广告时代的一个要素：赞助，即如今大家熟知的产品植入。

Emphatic “do” refers to the use of a form of the verb do (does, did) to add emphasis to an affirmative sentence. In this sentence, “did” is used before “keep” for emphasis.

3. (Para. 4) Finally, the introduction of the Internet changed advertising once again as companies started coming up with interactive sites that people could go to and become even more engaged with the product.

【译文】最终，网络面世，再一次革新了广告业。公司开始创立互动网站，人们与产品联系更加紧密。

4. (Para. 5) This is how targeted advertising functions whereby information that people largely deem uninteresting or trivial is used to create a menu of objects, from among a larger group of online advertisers, which use the collected information to feed future advertisements.

【译文】这就是定向广告的运作方式：一大群网上的广告商，把人们普遍认为无趣、琐碎的信息收集起来，创建一个对象选择单，为未来广告的投放提供信息。

5. (Para. 7) However, will their human rights be abused if smaller cars are shown because the customer is supposed to be a female over say, a male customer who is shown advertisements for jeeps?

【译文】但如果女顾客被推送了小型车而男顾客被推送了吉普车广告，他们的人权是否受到侵犯呢？

Using supposed to, have to, and ought to: “be supposed to” means an obligation. It is something that you should do, or something that another person expects you to do. Don’t forget to use the verb “be” in front of supposed to.

e.g. Everyone is supposed to wear a seat-belt in the car.

The new laws are supposed to prevent crime.

All of the employees are supposed to attend today’s meeting.

“Have to” is the same as must. It implies that you don’t have a choice.

e.g. John has to go to work every day

I enumerate the work that will have to be done.

“Ought to” means a suggestion. You should do something but you don’t have to do it.

e.g. We ought to clean the house tonight.

I think I ought to get back to work.

6. (Para. 8) It will be interesting to see in the coming years what happens as new technology comes about and the privacy issues that are sure to arise with companies increasingly using the Internet to get information about consumers without the knowledge of the consumer.

【译文】新技术问世，广告将做何改变，我们拭目以待。但公司在顾客不知情的情况下，不断利用网络收集客户信息，隐私隐患定会浮出水面。

come about

1) (of a ship or wind）to change direction 转向

e.g. It was so stormy that the ship had to come about and head for the harbour．

2) to happen；to occur 发生

e.g. How did it come about that the man was dismissed?

The argument came about because they were talking about politics．

**Structure**

**Directions: Choose the best answer to the following questions according to the text.**

1) Traditional car dealer marketing counted largely on \_\_\_\_\_\_\_\_.

A) car dealer websites

**B) sellers at the dealerships**

C) after-sale services

D) advertisements on the lot

2) Which of the following is the change brought by radio?

A) Companies no longer send mails with advertisements.

**B) Companies started to advertise products nationwide.**

C) Local newspapers stopped posting advertisements.

D) Product advertising was targeted at potential customers.

3) What is the greatest advantage of television advertising over radio advertising?

A) Sponsorship.

B) Product placement.

**C) Product demonstration.**

D) Bigger audience.

4) Targeted advertising does research on consumers’ \_\_\_\_\_\_\_\_.

A) Internet browsing habits

B) interactions with websites

C) preference for products

**D) all of the above**

5) Targeted advertising may trigger an ethical question when it \_\_\_\_\_\_\_\_\_.

A) forwards blender choices

B) abuses home rights

C) involves electric automobiles

**D) shows gender discrimination**

6) What can we infer from the passage?

**A) Changes in advertising caused by technology are not always appealing.**

B) Metadata is created with the knowledge of the consumer.

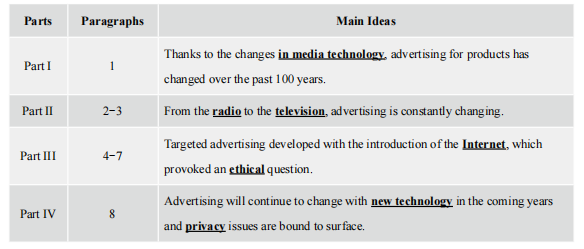
C) Privacy issues have always been controversial in the advertising industry.

D) All the advertisements online are aimed at specific sub-sets of the consumer population.

**After Reading**

**Summary of the Text**

**Directions: The text can be divided into 4 parts. Fill in the blanks with appropriate words from the text to complete the main idea of each part.**



**Key to Exercises—Vocabulary**

1. 1) submit 2) breakthrough 3) abused 4) specific 5) sponsor

6) has been targeted 7) interactive 8)(had) demonstrated

9) functioning 10) relied

2. 1) functional 2) function 3) purpose

4) purposeful 5) rising 6) arise

7) restoration 8) restore

**Key to Exercises—Structure**

1. 1) It is not yet well understood what made the rainforest disappear year by year.

2) In 1492, Columbus reached what is now called America

3) What she couldn’t understand was why fewer and fewer students showed interest in her lesson.

4) A modern city has been set up in what was a wasteland ten years ago

5) What he said at the meeting astonished everybody present

2.1) due to the weakness of the recovery

2) due to a lack of government funding

3) due to slower business

4) Due to the large volume of letters he receives

5) due to the very heavy traffic on the motorway

**Key to Exercises—Cloze**

1. L 2) M 3) H
2. A 5) C 6) N

7) K 8) F 9) D

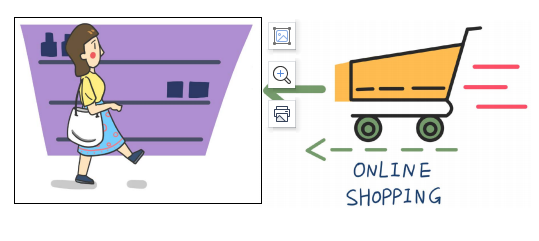
10) B

**Key to Exercises—Translation**

广告有助于人们更好地了解产品。广告总是告诉人们产品的优势和功能作用。通过阅读广告人们可以买到他们想要的东西。顺便说一下，广告对消费者是免费的。而且，广告也比包装盒上的说明书要有趣得多，因为广告包含各种元素，如图片、视频、语音和情节等。难道你不觉得这是选择产品的一种好方法吗？

**After-reading Activity 1**

**Directions: Shopping can be both relaxing and stressful. How do you feel about shopping? What kinds of shopping do you enjoy? What kinds of shopping do you hate? Why?**

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**After-reading Activity 2**

**Directions: Shopping online or doing regular shopping? Which do you prefer? Listen to the recording and discuss with the group members your choice and the reasons.**

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**After-reading Activity 3**

**Directions: Take the quiz to know the answer and then discuss with your group members to come up with at least five ways to cope with such compulsion.**

**A compulsive shopper, or shopaholic, is somebody who is addicted to shopping. They buy things because they feel they HAVE to. Do you shop out of compulsion?**

**Are You a Compulsive Shopper?**

Are you a compulsive shopper? It’s no joke. It’s a mental health problem. Here are a few questions to help you determine if you have compulsive buying. Evaluate whether the following statements are true or false for you:

1. When I am feeling depressed, I usually go shopping.

2. I spend a lot of money on things that I do not need.

3. I get a rush when I make a purchase, but I “crash” soon afterwards.

4. I have closets full of clothes that I have never worn, and countless gadgets that I have never used.

5. I often feel reckless and out of control when I shop.

6. I lie to my friends and family about how much money I spend.

7. Even though I feel very distraught about my debt, I still shop.

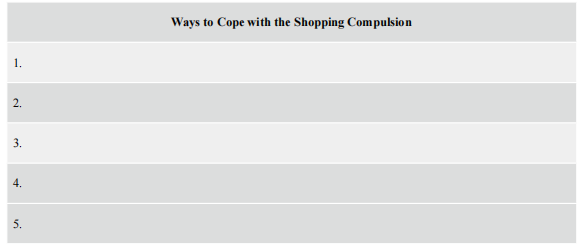
8. I feel emotionally upset and disturbed by my own shopping habits.

9. After a big shopping trip, I sometimes feel disoriented and depressed.

10. My shopping has caused problems in my personal relationships in one way or another.

Did you answer “True” for four or more of the above statements? If so, it is possible that you have a real

problem with compulsive shopping



**Additional Materials**

**Activity One**

**Directions: There is a chart about different ways of traditional advertising and digital advertising. Please find out other possible ways, which are not shown in the chart. Try to compare these two advertisings about their advantages and disadvantages.**

**Tips:**

**Traditional advertising**

Newspapers, magazines, brochures, leaflets, flyers, direct mail, billboards, bus shelter posters, fly posters, etc.

Advantages

Reach a group of specific consumers; face to face contact, tangible offers

Disadvantages

High cost, lack of timeliness, harder to target audience, less information

**Digital advertising**

Email marketing, online brochures, social media advertising, search engine advertising, pay-per-click advertising, banner advertising, SMS messaging, etc.

Advantages

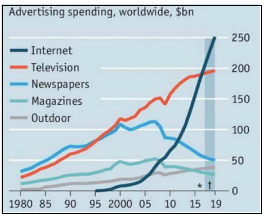
Cost-efficient, efficiency in results, specific marketing, social currency, competition, global reach, personalization, openness

Disadvantages

Less trust, high competition, time-consuming, security and privacy issues

**Activity Two**

**Directions: The chart below shows advertisement spending worldwide from 1980 to 2019. Look at the chart and identify major changes and trends. Discuss the chart with a partner and suggest possible reasons for the changes and trends.**

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**Tips:**

The chart presents advertising spending worldwide from 1980 to 2019. It shows a rapid trajectory of Internet advertising spending since the 1990s. Looking at specific media spend, TV ad expenditures used to account for a lion’s share of total advertising spending in the country; however, ad spending on the Internet took the lead quickly

**Background Information**

**1. Product placement** is a form of advertising in which branded goods and services are featured in a video production that targets a large audience. Also known as “embedded marketing” or “embedded advertising”, product placements are typically found in movies, television shows, personal videos, radio, and — less commonly — live performances. In exchange for product placement rights companies may pay a production company or studio in cash, goods, or services.

**2. Targeted advertising** is a form of advertising, including online, that is directed towards audiences with certain traits, based on the product or person the advertiser is promoting. These traits can either be demographic (based on race, sex, age, education, economic status, etc.) or psychographic (based on values, personality, opinions, lifestyles, interests, etc.).