

III- B.A English Literature
Skill Based
English for Advertising

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Creative Use of alliteration:

The **alliteration** creates a rhythm that is hard and fast, carrying the text forward. **Alliteration** can help set the pace of a piece, speeding it up or slowing it down depending on what sounds are used, how many words are included in the **alliterative** series, and what other rhetorical devices are used.

Examples of alliteration:

Alliteration is a term to describe a literary device in which a series of words begin with **the** same consonant sound. A classic **example** is: “She sells seashells by **the** sea-shore.” Another fan-favorite is: “Peter Piper picked a peck of pickled peppers.” **Alliteration** is meant to be more than a tongue twister, though.

Alliteration used in advertising?

Businesses and **advertisers use alliteration** to call attention to company names and products. Many famous quotes and sayings also **use alliteration**. This is because the repetition of consonant sounds at the beginning of words allow rhythm and musicality.

- **Definition of Assonance**

Assonance is the repetition of a vowel sound or diphthong in non-rhyming words. To qualify as **assonance**, the words must be close enough for the repetition of the sound to be noticeable. **Assonance** is a common literary technique used in **poetry** and prose, and is widely found in English verse.

Assonance is a repetition of vowel sounds, whereas rhyme is a repetition of both vowel and consonant sounds. Here are a few **examples: Assonance:** Oh, how the evening light fades over the lake. Fade and lake share a vowel sound, but not a consonant sound, so this line uses **assonance** rather than rhyme.

In this example by Carl Sandburg, in *Early Moon*, the long "o" sounds old or mysterious.

"Poetry is old, ancient, goes back far. It is among the oldest of living things. So old it is that no man knows how and why the first poems came."

Assonance examples are sometimes hard to find, because they work subconsciously sometimes, and are subtle. The long vowel sounds will slow down the energy and make the mood more somber, while high sounds can increase the energy level of the piece.

Onomatopoeia

Onomatopoeia Definition

Onomatopoeia, pronounced on-uh-mat-uh-**pee**-uh, is defined as a word which imitates the natural sounds of a thing. It creates a sound effect that mimics the thing described, making the description more expressive and interesting.

For instance, saying, “The gushing stream flows in the forest” is a more meaningful description than just saying, “The stream flows in the forest.” The reader is drawn to hear the sound of a “gushing stream,” which makes the expression more effective.

Common Examples of Onomatopoeia

- The **buzzing** bee flew away.
- The sack fell into the river with a **splash**.
- The books fell on the table with a loud **thump**.
- He looked at the **roaring**
- The **rustling** leaves kept me awake.

Advertising uses **onomatopoeia** as a mnemonic so consumers will remember their products: Alka Seltzer - makes a "plop, plop, fizz, fizz" noise when dunked in water. **Advertisers**, knowing the special "sensitive" sounds, use sound-imitating words with such voices in their slogans. Here are some sounds and clusters of them.

Connotation Definition

Connotation is the array of emotions and ideas suggested by a word *in addition* to its dictionary definition. Most words carry meanings, impressions, or associations apart from or beyond their literal meaning.

For example, the words "child" and "kid" mean the same thing, but to call someone a "kid" has a slightly informal and therefore disrespectful connotation.

Connotation Explained

- Every word has a literal definition that you can look up in the dictionary, but most of the words people use on a daily basis carry associations that aren't written down as part of their strict definition.
- This "hidden" layer of meaning includes the array of emotions, cultural associations, and ideas that a given word invokes whenever it's used—all of which is determined by the history and context of the word's usage.

Example of Connotation in Advertising and Branding

Connotation is used in advertisements and branding to get emotional responses out of the consumer. Companies can take advantage of the array of associations people naturally make with a certain word or phrase and, if they are successful, sell consumers on an *idea* or a feeling rather than just a product.

If you take a look at the following list of cars from the 1960's, there's an obvious theme:

- Thunderbird
- Falcon
- Charger
- Comet
- Mustang
- Barracuda

Each name has been chosen specifically for its connotation, and in every case the desired connotation is speed, wildness, and power. The car manufacturers of the Mustang, for example, chose a word that *denotes* wild horses and *connotes* beauty, freedom, and power.

Dr. Edward de Bono

Dr. Edward de Bono is the world's leading authority on conceptual thinking as the driver of organizational innovation, strategic leadership, individual creativity, and problem solving. Since 1970 his exclusive tools and methods have brought astonishing results to organizations large and small worldwide and to individuals from a wide range of cultures, educational backgrounds, occupations, and age groups. Dr. de Bono delivers the advanced training solutions that are greatly needed for success in these challenging times.

Dr. de Bono has been credited with producing thinking techniques that are simple, practical, and powerful. His [*Six Thinking Hats®*](#), [*Lateral Thinking*](#), [*The Power of Perception™*](#), [*Focus on Facilitation™*](#), [*Simplicity*](#), and [*Six Value Medals™*](#) training courses are now being implemented in organizations of all sizes because of their simplicity and their power to change thinking behavior, increase productivity, foster team-building, and evoke profitable innovation.

Born in Malta, de Bono was a Rhodes Scholar at Oxford, is an M.D. and Ph.D., and has held appointments at Oxford and Cambridge Universities, the University of London, and Harvard University. He has written over 60 books and programs, and his work has been translated into 43 languages.

Edward de Bono's Lateral Thinking

- **Lateral thinking** is a manner of [solving problems](#) using an indirect and [creative](#) approach via [reasoning](#) that is not immediately obvious. It involves ideas that may not be obtainable using only traditional step-by-step [logic](#).
- The term was first used in 1967 by [Edward de Bono](#).
- de Bono cites the [Judgment of Solomon](#) as an example, where King Solomon resolves a dispute over the parentage of a child by calling for the child to be cut in half, and making his judgment according to the reactions that this order receives.
- Edward de Bono also links lateral thinking with humour, arguing there's a switch-over from a familiar pattern to a new, unexpected one. It is this moment of surprise, generating laughter and new insight, which facilitates the ability to see a different thought pattern which initially was not obvious.
- According to de Bono, lateral thinking deliberately distances itself from the standard perception of creativity as "vertical" logic, the classic method for problem solving.

Lateral Thinking Techniques:

- **Alternatives:** How to use concepts as a breeding ground for new ideas. Sometimes we do not look beyond the obvious alternatives.
- **Focus:** When and how to change the focus of your thinking. You will learn the discipline of defining your focus and sticking to it.
- **Challenge:** Breaking free from the limits of traditional thinking. With challenges, we act as though the present way of doing things is not necessarily the best.
- **Random Entry:** Using unconnected input to open up new lines of thinking.
- **Provocation and Movement:** Generating provocative statements and using them to build new ideas.
- **Harvesting:** Capturing your creative output. At the end of a creative-thinking session, we normally only take note of the specific ideas that seem practical and have obvious value.
- **Treatment of Ideas:** How to develop ideas and shape them to fit an organization or situation.

Lateral Thinking six hats:

- White: Objectives facts & figures
- Red: Emotions & feeling
- Yellow: Hope, Positive, & speculative
- Green: Creativity, Ideas, & Lateral Thinking
- Blue: Control & organization of thinking

Six Colours:

- White: neutral, objective
- Red: emotional, angry
- Black: serious, somber
- Yellow: sunny, positive
- Green: growth, fertility
- Blue: cool, sky above



AKIO MORITA



The Entrepreneur that made Sony

SONY

Personal Life:

- ❖ Name - Mr. Akio Mortia
- ❖ Birth Day - January 26, 1921
- ❖ Country - Nagoya, Aichi Prefecture, Japan
- ❖ Higher Education - he graduated from Osaka Imperial University with a degree in physics
- ❖ Awards - Albert Media (1982)
- ❖ Founded - May 7, 1946
- ❖ Dead - 3rd October 1999 (aged 78) Japan

Challenges of faced in life:

- ✓ Lunch a new product
- ✓ find the specific market
- ✓ Difficulties on customer necessity changes

About the company:

➤ Commencement of Business – May 7, 1946

➤ Major products

Televisions

Digital imaging

Audio/video

Semiconductors

Electronic components

Professional solutions

Medical

➤ Markets - whole wprld

➤ Consolidated sales and Opening revenue

8,215,880 million yen (last year 2015)

Unique Qualities:

- Encouragement
- Risk taken
- Rational thinker
- Goal oriented person
- creativity

Achievements about his business:

- ✚ In 1960 Akio Mortia launched the company in the United states and renamed it ‘Sony’.
- ✚ The same year they produced the very first transistor television.
- ✚ In 1979 they diversified into the financial arena by established the story Prudential life Insurance Co Ltd. He also Acquired CBS Records Inc. and Columbia Pictures Entertainment Inc.

Turning points of his life:

- When came up with the idea of the tape recorder.
- Akio Mortia launched Sony in the United states 18 Mar 1960.

WALT DISNEY



Early Life of Walt Disney:

- Born in Chicago in 1901
- Enrolled in Kansas City Art Institute at age 14
- “Iwerks-Disney Commercial Artists” formed with friend in 1920, company went bankrupt in 1923.
- Moved to Hollywood founded Disney Brothers Cartoon Studio
- Developed Series, Oswald the Lucky Rabbit, with brother Roy but did not obtain copyright for Oswald.
- Universal Pictures retained copyright which resulted in a loss revenue and this staff.

Business Units:

- Studio Entertainment
- Consumer Products
- Park and Resorts
- Media Networks
- Internet Entertainment

Early History:

- ✎ Walt Disney produces Steamboat Willie on his own
- ✎ 1928 Mickey Mouse is born
- ✎ Company is reincorporated as Walt Disney Productions in 1929
- ✎ 1932 Disney received Academy Award for creation of Mickey Mouse
- ✎ 1935 Mickey Mouse is filmed in color
- ✎ Disney launched spin-offs from Mickey Mouse that include: Donald Duck, Goofy and Pluto
- ✎ 1937- Snow White and the Seven Dwarfs, Disney's first full-length animated film, debuts
- ✎ 1940 – Pinocchio and Fantasia released
- ✎ 1955 –The Micky Mouse Club debuts; Disneyland opens in Anaheim, California
- ✎ 1966 – Walt Disney dies of lung cancer
- ✎ 1971 – Walt Disney world opens near Orlando, Florida; Roy O. Disney dies.
- ✎ 1982 – EPCOT Centre opens on the grounds of Walt Disney world



Steve Jobs

1955-2011

Steve Jobs Life:

- Born 24th Feb 1955 in San Francisco, Steve was an adopted child.
- He did his schooling from Los Altos city later dropped out from his college
- Studies Eastern mysticism
- at 19, got his first job at video-game manufacture Atari.
- Had interest in electronics
- He skipped 5th grade
- Took his first electronics class in high school
- After school, attended lectures at the Hewlett Packard company where he met Steve Wozniak work.
- Graduated high school in 1972
- Enrolled in Reed College in Oregon
- Dropped out after one semester
- Slept on his friend's dorm room floor and dropped in on classes of interest.

Steve and apple:

- ❖ Apple computer – April 1st 1976
- ❖ Apple's first sales – The Byte shop, a local retailer
- ❖ First public appearance at the Personal Computer Festival in 1976
- ❖ Born on April 1st 1976
- ❖ Apple I designed and prototype built
- ❖ First single board computer with built – in video interface
- ❖ First Macintosh – January 24, 1984
- ❖ Tyranny, Chairmanship and marketing
- ❖ Apple went public on December 12, 1980, Steve market value jumped from \$7.5 million to \$217.5 million
- ❖ Apple II designed in the following year
- ❖ Operating System loaded automatically
- ❖ Smaller Components & Built-in circuitry
- ❖ In 1976, Jobs looked to hire a public relations agency to help advertise.

PRINT MEDIA



Define Print Media Advertising:

Print media advertising is a form of advertising that uses physically printed media, such as magazines and **newspapers**, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences.

Print Advertising:

- ✓ Print advertising is a widely used form of advertising. These advertisements appear in newspapers or magazines and are sometimes included as brochures or fliers.
- ✓ People who read newspapers or other publications have a tendency to browse the print ads that they come across. The decision to buy the product might not be instantaneous, but it does settle down in their subconscious mind.
- ✓ Print advertisements are only effective when people see them. When people browse through newspapers and publications, these advertisements should grab the attention of the potential customer.
- ✓ The newspaper or magazine ad should be such that it should compel people to spend money on the products. This is just what the advertising team does. To create such an ad, the team members work on a concept and develop the wordings and images of the ad.

Types of Print Media:

➤ The two most common **print media** are newspapers and magazines, but **print media** also include outdoor billboards, transit posters, the yellow pages, and direct mail.

Advantages of Print Media:

1. Leveraged Credibility

Print publications that consistently offer readers high-quality, reliable content develop credibility, and advertisers can easily leverage this credibility.

2. “Influential” Are Swayed by Print

An MRI Survey of the American Consumer found that “influential,” those consumers who have the ability to sway other consumers, are influenced by print ads, with 51% being influenced by magazines and 53% influenced by newspapers.

3. Print Readers Have Bigger Attention Spans

The digital age has pretty much killed the human attention span. We surf the web with six different tabs open while someone is instant messaging us, another is texting us, and “The Walking Dead” is on the TV in the background.

4. Unplugging Is In

We touched upon the fact that we are tech-obsessed creatures, but we are tech-obsessed creatures who have begun to understand the value of “unplugging” every now and then. When we do unplug from the digital world, we tend to turn to print media as a form of entertainment and engagement.

5. Print Ads Offer More Flexibility and Options

Print ads allow you to target your audience. You can choose exactly which section of the newspaper or magazine your audience is most likely to read. You can choose to run ads in specialty magazines or only in papers that deliver to specific geographic locations in your area.

6. Print Ads Drive Action

The [Nielson Global Trust](#) reported that 65% of print readers typically take some form of action after viewing a newspaper ad. For example, people who viewed an advertisement from a national grocery chain were six times more likely to buy the product than the retail average.

Print – Newspaper:



Types:

- ▶ Pre-printed Inserts



Print – Magazines:

- Magazines is the one of the most important and effective print media of mass communication.
- There are huge number of magazines published in the world.



Broadcast Advertising

- Generally speaking, **broadcast advertising is radio, television, and Internet advertising**. The commercials aired on radio and televisions are an essential part of broadcast advertising.
- The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it.

❖ Broadcast Advertising ----- Radio -----Television ----- Internet

- **Radio ad** must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful.
- The **television advertising** is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function.
- **Internet or online advertising** uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on.

Broadcast



Radio



Television





VIDYA
KNOWLEDGE PARK

ETHICS

In Advertising

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Ethics in Advertising

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer.

- Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

Ethics;

- The Term derived from the Greek word 'ethos' which can mean custom, habit, character or disposition
- Ethics covers the following dilemmas:
 - how to live good life
 - our rights and responsibilities
 - the language of right and wrong
 - moral decision – what is good and bad

Advertising:

Advertising is the paid, impersonal, one-way marketing of persuasive information from an identified sponsor disseminated through channels of mass communication to promote the adoption of goods, services or ideas.

News Paper

Magazine

Radio and Television

films

Stage Shows

Website

Billboards

Posters

wall Paintings

Flyers

Criticism of Advertising:

- Irritating
- Repetition
- Lack of Taste
- Morally Wrong
- Creating a consumerism
- Non productive Activity