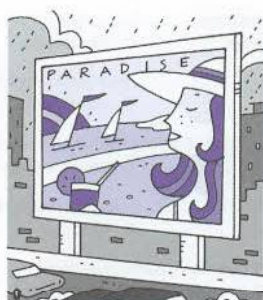


Powers of persuasion

Advertising, marketing

Advertising



- 1.1 Which of the different kinds of adverts and advertising in the box are shown in the illustrations? Where would you find the others?

sponsorship commercials pop-up ads brochures
billboards banner ads telemarketing jingles flyers

- 1.2 **▶ 12** Listen to two people discussing advertising. Which types of advert/advertising do they mention?



Error warning



Advertising describes the business of persuading people to buy things. Advertisement, and the abbreviations *advert* and *ad*, are used to refer to printed, audio or film products that are used to sell something, e.g. I saw a funny advertisement on TV. NOT I saw a funny advertising on TV. Commercial is only used for ads on radio or TV.

Types of advert/advertising	Adjectives		
Speaker 1 _____	<input type="checkbox"/> irritating	<input type="checkbox"/> persuasive	<input type="checkbox"/> disappointing
	<input type="checkbox"/> ubiquitous	<input type="checkbox"/> convincing	<input type="checkbox"/> distracting
	<input type="checkbox"/> compelling	<input type="checkbox"/> repetitive	
Speaker 2 _____	<input type="checkbox"/> invasive	<input type="checkbox"/> persuasive	<input type="checkbox"/> infuriating
	<input type="checkbox"/> disturbing	<input type="checkbox"/> slick	<input type="checkbox"/> irritating
	<input type="checkbox"/> unavoidable	<input type="checkbox"/> catchy	<input type="checkbox"/> effective

- 1.3 **▶ 12** Use a dictionary to check the meaning of the adjectives in the column on the right. Listen again and tick the adjectives which describe what the speakers think of the adverts/advertising.

- 1.4 **▶ 13** Now listen to a third speaker. He describes four types of advert/advertising. What are they?

2.1 Are the words in the box *marketing tools, verbs or people*?

jingle reassure vendor ploy gimmick client appeal assure pressurise consumer
convince induce logo customer oblige urge branding entice distributor
sales representative seduce slogan twist (your arm) tempt manufacturer

2.2 Choose the correct alternative to complete the sentences.

- Customers can often feel *pressurised* / *reassured* into buying a product they don't need.
- Many competitions are simply a marketing *branding* / *ploy* to help boost sales.
- You are more likely to remember a humorous *advertisement* / *advertising* than a boring one.
- Department stores often use smells and sounds to *induce* / *entice* shoppers into their stores.
- The famous Nike *slogan* / *logo* was drawn by a design student who was only paid \$35.
- Retailers prefer their *customers* / *clients* to make impulsive purchases rather than planned ones.

Marketing

3.1 Read the passage below and decide which sections (A–D) the following ideas are from.

- techniques to encourage online shoppers to stay loyal
- different concerns online shoppers may have
- negative impact of the internet on businesses
- responding when customers are not positive

A In a recent study, Swinda Janda and collaborator Hong-Youl Ha of South Korea's Kangwon National University explored how businesses can cultivate and keep loyal customers and how relationships between businesses and customers mirror human relationships.

B Janda was not surprised to find that in order to create a relationship, consumers have to perceive it will pay off, monetarily or otherwise. The study found that promotional events designed to counter customers' negative attitudes can significantly enhance the customers' likelihood of engaging in a long-term relationship with the business. For a car dealership, Janda said this could mean promotions that don't focus on a hard-sell approach but rather on providing relevant information such as the availability of rebates for the customer.

C In terms of online retailers, in order to enhance customer loyalty, they should focus on enhancing customer perceptions of their trustworthiness. This can be accomplished by providing assurances that personal and credit

card information is secure. Janda's research shows that it takes more than satisfaction with a product for customers to return to a retail website, and suggests that online retailers use positive reinforcement like providing customers with discounts on future purchases, or free merchandise to increase the probability of future site visits. They should also bear in mind that customers judge online retailers not just by the quality of their products but also by whether the website loads quickly, and the frequency of pop-up windows.

D With the prevalence of social media, Janda said it is now more important than ever for companies to implement systems that are geared towards managing unhappy customers. As an example, he points to the more than eight million views for a video clip posted online by the dissatisfied customer of an airline. 'With social networking, it's very easy for one dissatisfied customer to post on his or her blog that a company messed up,' Janda said.

6 Powers of persuasion

3.2 Now read the passage again and find the following.

- 1 a word used in farming and in business (paragraph A)
- 2 a method of selling that is very persuasive (paragraph B)
- 3 amounts of money that are returned to you (paragraph B)
- 4 the adverb form of *money* (paragraph B)
- 5 activities intended to advertise something (paragraph B)
- 6 a term used for shops on the internet (paragraph C)

4 Improve these sentences by replacing the underlined words with a phrase from the Vocabulary note.

- 1 It's amazing how many things are left on buses; we often find hats and scarves and even coats.
- 2 The shop specialises in things that only the very rich can afford.
- 3 As a student, I had barely any money, just enough for a few things I really needed.
- 4 At the hospital, they made a list of my things and put them in a bag.
- 5 The craft market sold many beautiful things which weren't manufactured.

5 Complete the text below with suitable words from the box. Use each word once only. There may be more than one possible answer and you do not need to use every word in the box.

manufacturers exaggerate advertising selling consumer brands sales
advertisements commercials customer products stuff marketing

We live in a ¹ _____ society where even the very young are conscious of famous ² _____ such as Lego and McDonald's. Because of this, I think it's important to teach children to be wary of ³ _____ they see on TV. There are many companies that target young children through the ⁴ _____ they sell. In order to increase their ⁵ _____, these ⁶ _____ bombard young children with colourful and entertaining TV ads.

⁷ _____ campaigns aimed at children often feature their favourite cartoon characters, so pre-schoolers need to be taught that not everything they're watching is a TV show. They also need to learn that companies often ⁸ _____ the features of toys and may make promises they cannot keep.

6 14 PRONUNCIATION Underline the syllable with the main stress in these words. Listen to check your answers. Then practise saying the words correctly.

advertise
advertising
advertisement
commercial
product
irritating

exaggerate
personal
luxury
articles
possessions
promotional

essential
marketing
pressurise
brochure
impulsive
effective

Error warning

The word *stuff* is informal and should be avoided in the IELTS exam. Try to use a more precise word such as *goods*, *products* or *items*.

Vocabulary note

The following terms in bold are all useful substitutes for the word *things*:
luxury goods, **handmade products**,
articles of clothing, **personal possessions**,
essential items

Reading

You should spend about 20 minutes on **Questions 1–13**, which are based on the Reading Passage below.

History of advertising in the USA

Over a century ago, *Harper's Weekly* commented that advertisements were 'a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time'. Few if any historians today would claim that they could compose a complete history of an era from its advertisements, but in recent years scholars have creatively probed advertisements for clues about the society and the business environment that produced them. The presence of many excellent online collections of past advertisements provides learners as well as established scholars with the opportunity to examine these sources in new ways. The experience can be tantalising and frustrating, since advertisements don't readily proclaim their intent or display the social and cultural context of their creation. Yet studying advertisements as historical sources can also be fascinating and revealing.

Despite or because of its ubiquity, advertising is not an easy term to define. Usually, advertising attempts to persuade its audience to purchase a product or a service. But 'institutional' advertising has for a century sought to build corporate reputations without appealing for sales. Political advertising solicits a vote (or a contribution), not a purchase. Usually, too, authors distinguish advertising from salesmanship by defining it as mediated persuasion aimed at an audience rather than one-to-one communication with a potential customer. The boundaries blur here, too. When you visit a major online retailer, a screen often addresses you by name and suggests that, based on your past purchases, you might want to buy certain books or CDs, selected just for you. A telephone call with an automated telemarketing message is equally irritating whether we classify it as advertising or sales effort.

In the history of the United States, advertising has responded to changing business demands, media technologies and cultural contexts, and it is here, not in a fruitless search for the very first advertisement, that we should begin. In the eighteenth century, in colonial America, advertisements were most frequently announcements of available goods, but even in this early period, persuasive appeals accompanied dry descriptions. Benjamin Franklin's *Pennsylvania Gazette* reached out to readers with new devices like headlines, illustrations, and advertising placed next to editorial material.

Despite the ongoing 'market revolution', early and mid-nineteenth-century advertisements rarely demonstrate striking changes in advertising appeals. Newspapers almost never printed ads wider than a single column and generally eschewed illustrations and even special typefaces. Magazine ad styles were also restrained, with most publications relegating advertisements to the back pages. Equally significant, until late in the nineteenth century, there were few companies mass-producing branded consumer products. Patent medicine ads proved the main exception to this pattern. In an era when conventional medicine seldom provided cures, these manufacturers vied for consumer attention with large, often outrageous, promises and colourful, dramatic advertisements.

In the 1880s, several industries adopted new production techniques that created standardised products in unheard-of quantities, and sought to find and persuade buyers. National advertising of branded goods emerged in this period in response to profound changes in the business environment. Along with the manufacturers, other entities

also turned to advertising. Large department stores in rapidly-growing cities, such as Wanamaker's in Philadelphia and New York, Macy's in New York, and Marshall Field's in Chicago, also pioneered new advertising styles. For rural markets, the Sears Roebuck and Montgomery Ward mail-order catalogues offered everything from buttons to kits with designs and materials for building homes, to Americans who lived in the countryside – a majority of the US population until about 1920.

While advertising generated modern anxieties about its social and ethical implications, it nevertheless acquired a new centrality in the 1920s. Consumer spending was fuelled in part by the increased availability of consumer credit on automobiles, radios, and household appliances, and leisure-time activities like spectator sports and movies gained popularity in the generally prosperous 1920s. Advertising promoted these products and services. The rise of mass circulation magazines, radio broadcasting and, to a lesser extent, motion pictures provided new media for advertisements to reach consumers. Advertisements, as historian Roland Marchand pointed out, sought to adjust Americans to modern life, a life lived in a consumer society.

Questions 1–4

Choose the correct letter, **A, B, C or D**.

- 1 What is the purpose of the first paragraph?
 - A To state that advertisements can teach us a certain amount about the past.
 - B To tell us about the magazine which first printed advertisements.
 - C To explain how much advertisements have changed in the last 100 years.
 - D To introduce the idea that advertisements have a long history in business.
- 2 In the first paragraph, what point does the writer make about advertisements on the internet?
 - A The internet helps people who are studying historical advertisements.
 - B The constant advertisements on some internet websites can be annoying.
 - C The internet is a good medium for advertising any product.
 - D Internet sources can help us to understand the cultural significance of advertisements.
- 3 According to the second paragraph, it is difficult to
 - A sell products through advertisements alone.
 - B put advertisements into one neat category.
 - C buy advertising space for political means.
 - D produce an advertisement that appeals to everyone.
- 4 What connection does the writer make between major online retailers and telemarketing?
 - A Both offer a cheap means of selling a product.
 - B Both offer a less personal way of advertising.
 - C Both show that advertising can be as annoying as salesmanship.
 - D Both have overtaken print advertisements in their popularity.

Questions 5–13

Complete the notes below.

Write **NO MORE THAN TWO WORDS** for each answer.

History of Advertising in the USA

18th Century

- advertisements told of goods available in a basic way
- as well as placing ads next to text, one newspaper introduced 5 and 6 for the first time

Early – mid 19th Century

- advertisements still basic
- adverts in magazines generally appeared on the 7

Late 19th Century

- only advertisements for 8 were bold and eye-catching
- modern 9 meant more products could be made
- the first time 10 products were advertised all around the country
- businesses such as 11 began to advertise
- customers living in remote areas could order products from 12

1920s

- 13 was easier to obtain so spending increased
- new media became available (e.g. radio and cinema)



Test tip

For notes completion items, make sure you do not exceed the maximum number of words stated in the question but remember that less than this number is also possible. If you add extra unnecessary words then you will lose marks. NB Hyphenated words count as one word.