

Advertising



Closer to the road. The Golf Sportline.



Summary



1. *What is advertising?*
2. *Aims of advertising*
3. *The advertising media*
4. *Resources and strategies*
5. *Roles and Stereotypes*
6. *Covert or subliminal advertising*
7. *Elements of an ad*

1. What is advertising?

Advertising is a mass communication technique. It is used to persuade or convince the public to buy certain products. These products can be goods or services.



2. Aims of advertising

Inform:

Used to create demand for a product or service by describing its benefits.

PUEDEN DEJAR DE CURAR

Causas:
uso en resfriados, catarrros y
gripes, tratamientos incompletos,
resistencia bacteriana,...

Antibiótico
200 mg / 5 ml
Polvo para suspensión
Via oral

Sin tu ayuda, los antibióticos pueden dejar de curar.
Dáseles a los niños sólo cuando y como se los recete su médico.

Todas las infecciones no necesitan tratamiento antibiótico. Los resfriados, los catarrros y las gripes son causados por virus; pueden producir fiebre elevada, especialmente en los niños, y NO mejoran ni se evita su contagio con la administración de antibióticos. Tomar antibióticos cuando no se necesitan o hacerlo en dosis incorrectas o de forma irregular, hace que las bacterias se hagan resistentes a ellos.

Usándolos bien hoy,
mañana les protegerán.


MINISTERIO DE SANIDAD

The advertisement features a doctor examining a young girl. A large red stamp at the top reads 'PUEDEN DEJAR DE CURAR' (They can stop curing). Below it, handwritten text lists causes of antibiotic resistance: 'uso en resfriados, catarrros y gripes, tratamientos incompletos, resistencia bacteriana,...'. A bottle of 'Antibiótico 200 mg / 5 ml' and a syringe are shown. The bottom section contains a warning: 'Sin tu ayuda, los antibióticos pueden dejar de curar. Dáseles a los niños sólo cuando y como se los recete su médico.' followed by a paragraph explaining that viral infections like colds and flu do not need antibiotics and that misuse leads to resistance. The slogan 'Usándolos bien hoy, mañana les protegerán.' (Using them well today, they will protect them tomorrow) is at the bottom, along with the Spanish Ministry of Health logo.

*Used to create
selective demand for
a particular brand.*



io

AIRIS 

DÚO » **9'90**
Elmes
hasta 2007

ADSL 24H.
+
LLAMADAS NACIONALES

CONTRÁALO EN EL 1004, EN WWW.TELEFONICAONLINE.COM, EN TIENDAS TELEFÓNICA O EN DISTRIBUIDORES AUTORIZADOS.

Remind:

For products that have been available for a long time, so that we do not forget about them.

UNA VIDA MENOS CORRIENTE

BeoCenter 1:

Donde hay que estar para estar, todo es lugar para BeoCenter 1. TV, DVD, radio y CD en su única función: ser una amplia gama de productos y valores que le permiten elegir a la gusto. BeoCenter 1 es una forma de vivir con el mundo audiovisual y acorde a él con la vida. ¿qué es el sencillo terreno? a distancia Beo.

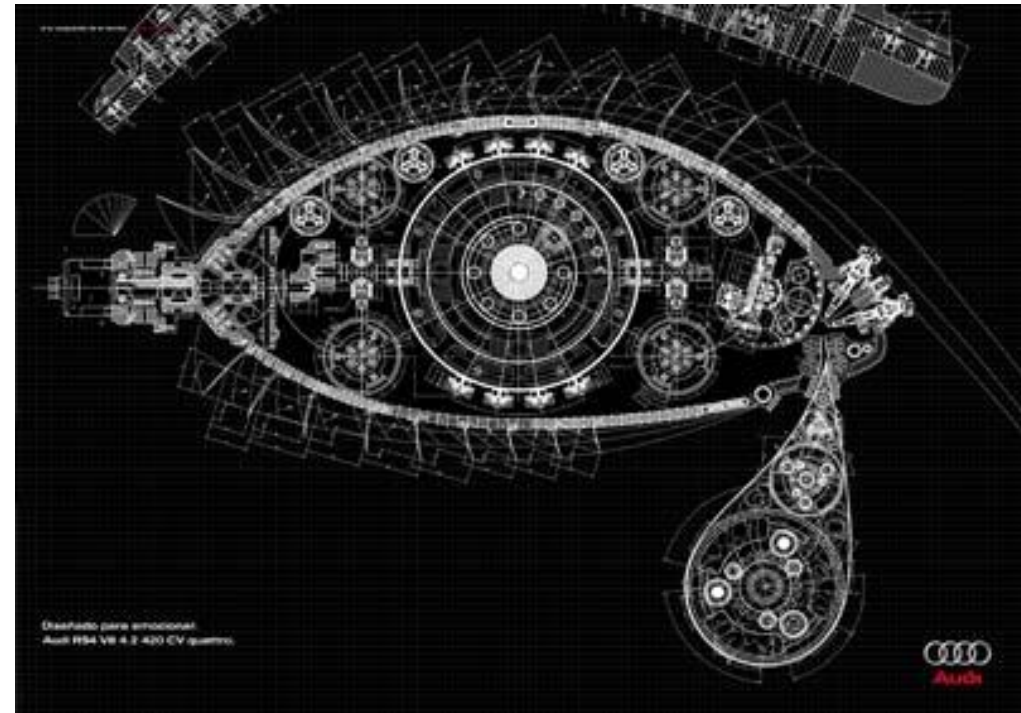
BeoCenter 1. TV, DVD, CD y Radio.
Más información: llama a 904 635 915

© 1994 Bang & Olufsen

B&O

Aesthetics:

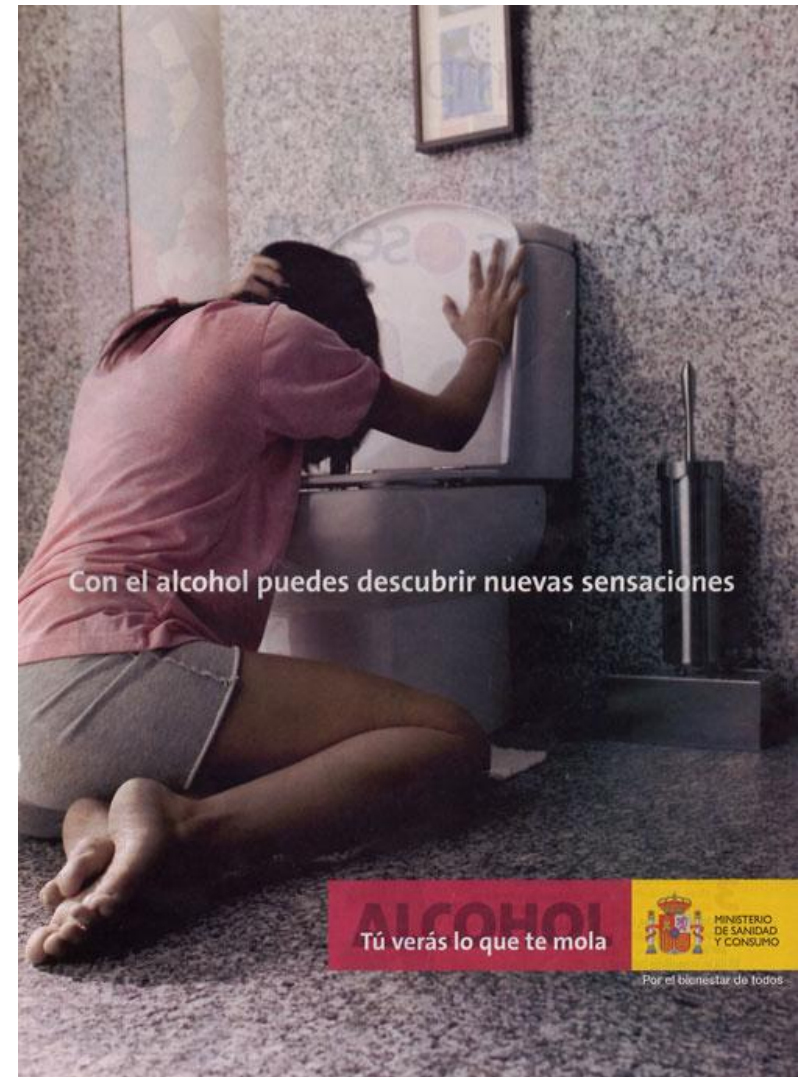
*There is no doubt
about its creative role.*



3. *The advertising media*

1. *Graphic advertising:*

Graphic and photographic material used and diffused through newspapers, posters, or brochures, for example.



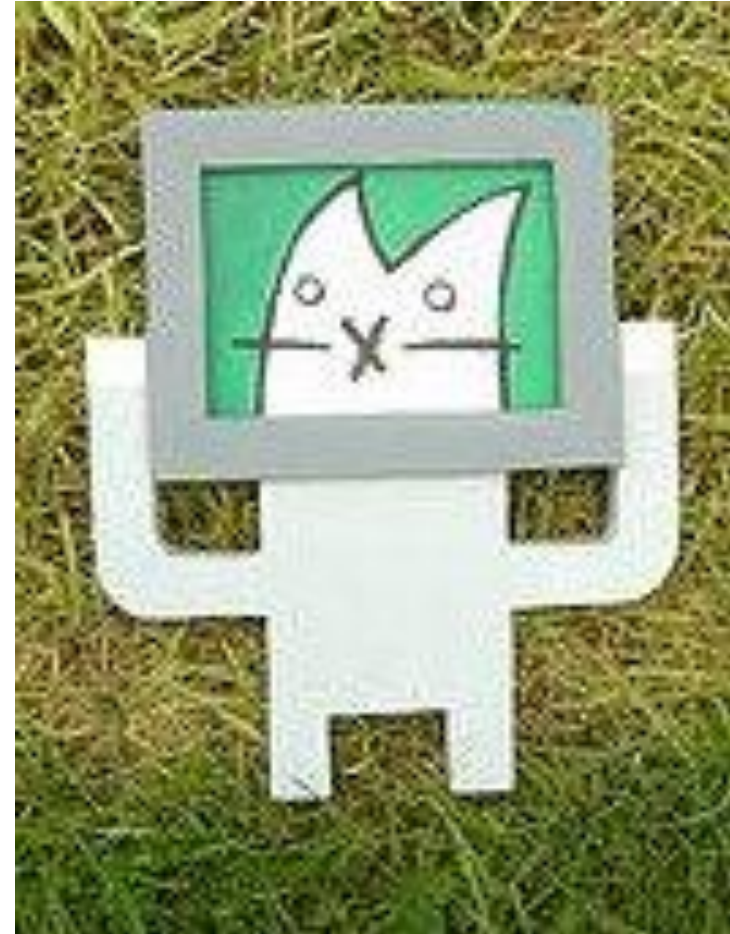
2. Audio Advertising:

Broadcast on radio and uses different sound elements such as music, voices, special effects ...



3. Audiovisual advertising:

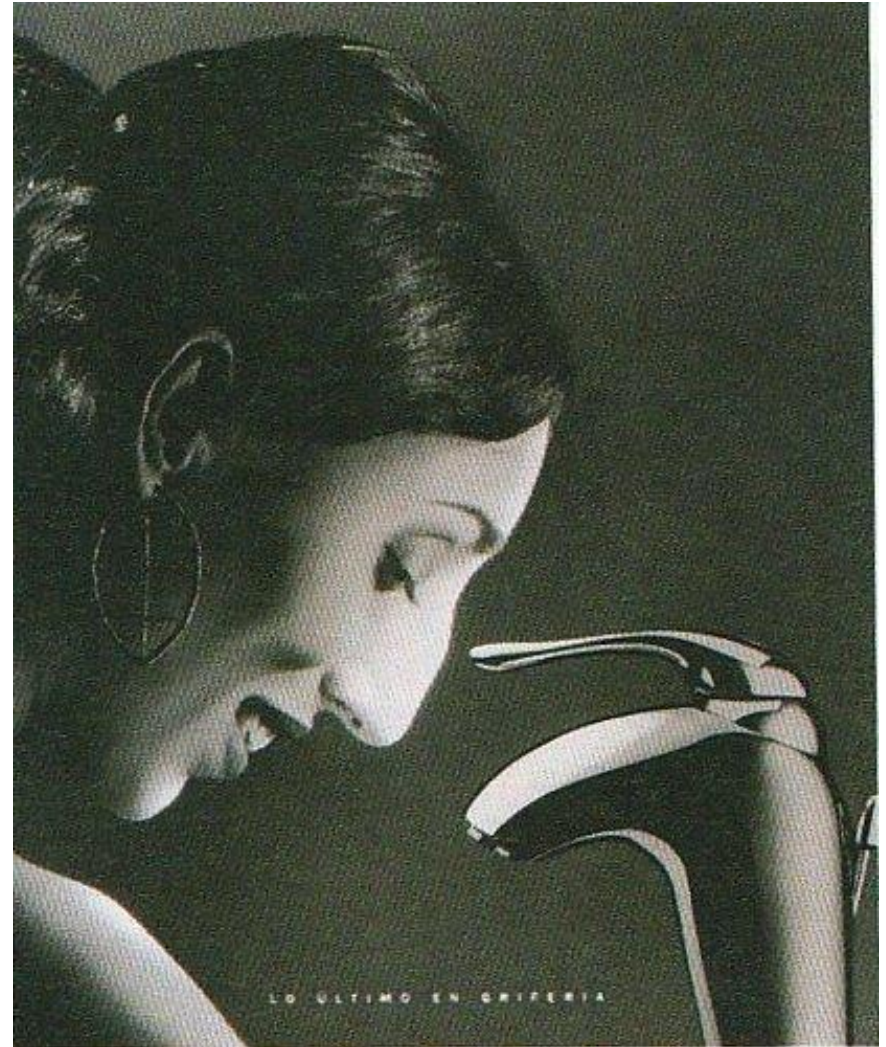
It consists of graphics, sound and moving images. It is on television, film and the Internet.



4. *Resources and advertising strategies*

Comparison:

Consists of exposing two elements that have common qualities or two that differentiate them.



Personification

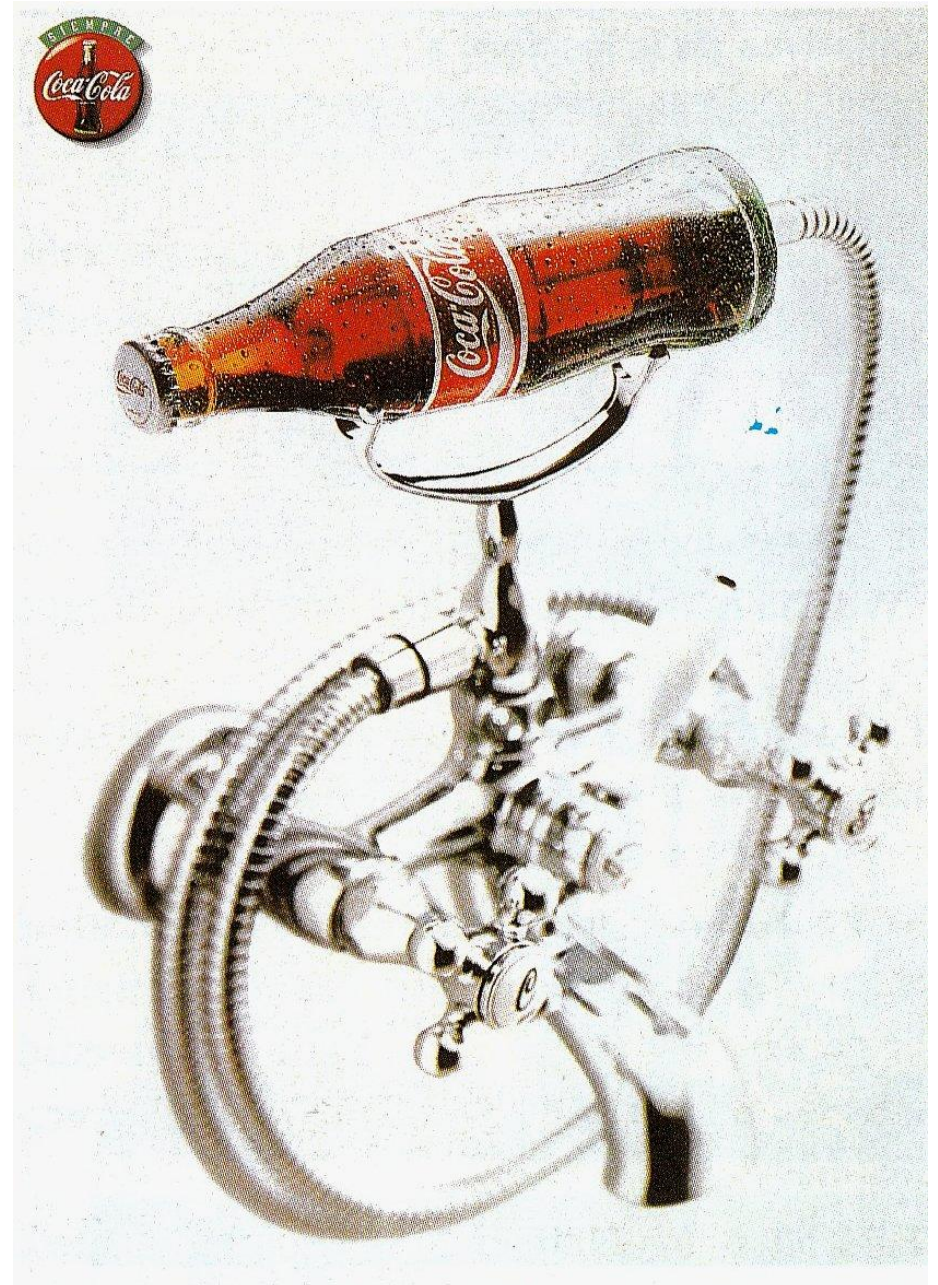
*Consists of
attributing human
qualities to
objects, food or
animals.*



Metaphor:

Used to designate an object by another to appropriate their qualities.

- [See more Metaphor](#)



This advertisement is saying that soda is like a "refreshing shower"

Hyperbole:

Exaggeration is used to designate a product or emphasize the idea you want to transmit.



[See more examples](#)

Synecdoche:

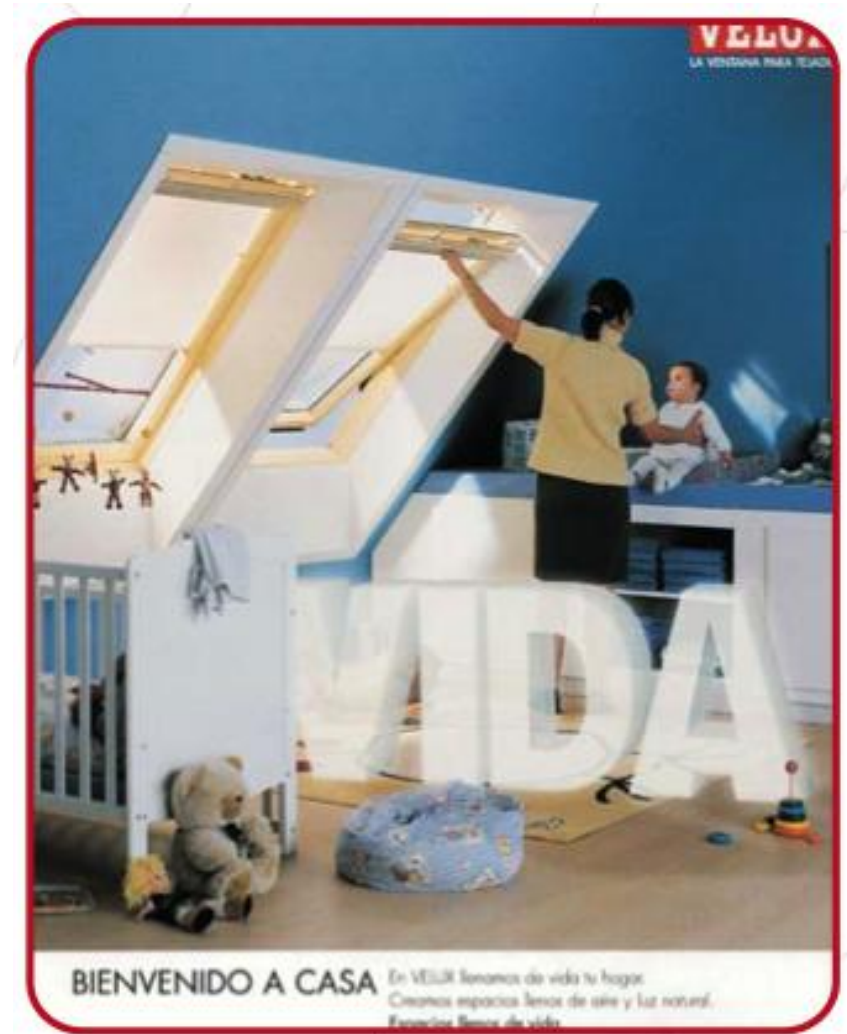
Consists of showing a part of a product to communicate the whole or on the contrary, the whole shown to highlight the effectiveness of a part



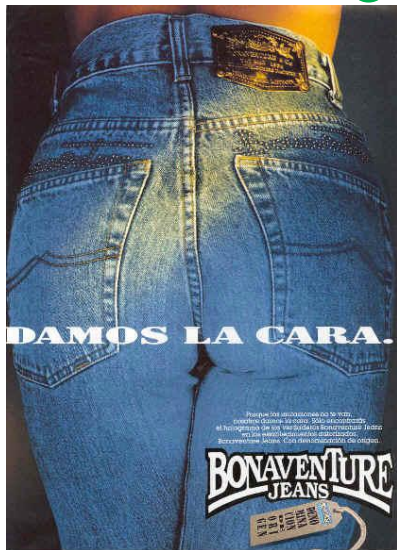
- [Watch here the video](#)

5. Roles and Stereotypes of Advertising

- *Advertising acts aggressively on consumers in order to keep behavior guidelines*
- *Often perpetuates a number of stereotypes that have traditionally been adjudicated to men, women, children or the elderly.*



Women in advertising



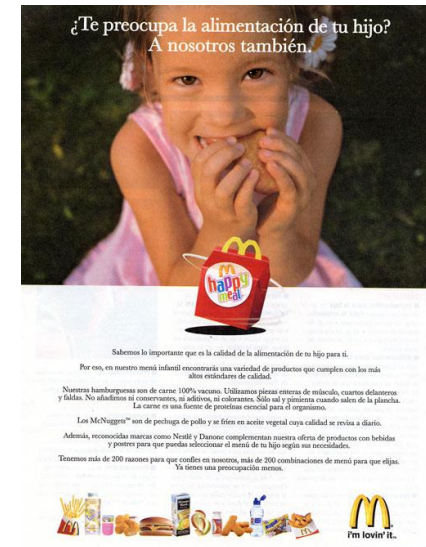
sexist suggestions

Youth in advertising



*dynamic youth,
cheerful and with a
high purchasing
power*

Child in advertising



*to adults using
their tenderness,
sympathy and
naivete.*

6. Covert or subliminal advertising

When advertising uses techniques that the consumer does not consciously perceive it, is called subliminal or covert advertising.



We must be critical

We can not stop advertising because it is everywhere, but we can learn to defend ourselves from it.

The best way to do this is to analyze the ads, in a critical way:

- What does the ad want to sell?

Do I need it?

How does it say it?

- What does it say to convince?

- What are the words that it uses?

- What kind of images appear?

- What story does it tell me?

- What kind of voice tells me about the product?

- Is what they say true?

7. Elements of an ad

Headline Aims to capture the viewer's attention and identify the product or topic presented

Illustration: An image whose purpose is also to capture the viewer's attention and express the main idea of the ad.

Copy: Explain using written language, what the headline is announcing.

Signature elements: They aim to complete the message and close it. The most common are the product name (logo), slogan and address or contact form.

