

ΑΓΓΛΙΚΑ ΙΙΙ

Ενότητα 03: Advertising

Ζωή Κανταρίδου

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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ

Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



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Ευρωπαϊκή Ένωση
Ευρωπαϊκό Κοινωνικό Ταμείο



ΕΠΙΧΕΙΡΗΣΙΑΚΟ ΠΡΟΓΡΑΜΜΑ
ΕΚΠΑΙΔΕΥΣΗ ΚΑΙ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗ
επένδυση στην κοινωνία της γνώσης
ΥΠΟΥΡΓΕΙΟ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ
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Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



ΕΣΠΑ
2007-2013
πρόγραμμα για την ανάπτυξη
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ

If you were in charge of the Cosmote/ Nokia/ RedBull advertising campaign, what would you opt for:

- a TV ad featuring a celebrity
- a witty message and a clip featuring hip-hop music?
- using a rational approach, providing arguments about why the
- product features are superior to those of its competitors?

would you identify your demographic and use a website/ chat group to advertise in?

- any other ideas?

Study the following definitions of 'Marketing' and discuss them (1)

- 'The act or process of buying and selling in a market.'
- 'The commercial functions involved in transferring goods from producer to consumer.'

Study the following definitions of 'Marketing' and discuss them (2)

- 'The activities of a company associated with **buying and selling** a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies **try to get the attention of target audiences** by using slogans, packaging design, celebrity endorsements and general media exposure. The **four 'Ps'** of marketing are product, place, price and promotion.'

Study the following definitions of 'Marketing' and discuss them (3)

- 'Many people believe that marketing is just about advertising or sales. However, marketing is everything a company does to **acquire customers** and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. The ultimate goal of marketing is to **match a company's products and services to the people who need and want them**, thereby ensure profitability.'

Find the term ?????

- _____ is a process to increase word of mouth marketing by encouraging customers and contacts to talk as much as possible about a brand or product.
- _____ is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.
- _____ is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising, and mobile advertising.

Find the term ????? ANSWERS

- **Referral marketing** is a process to increase word of mouth marketing by encouraging customers and contacts to talk as much as possible about a brand or product.
- **Affiliate marketing** is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.
- **Internet advertising**, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing (SEM), social media marketing, many types of display advertising and mobile advertising.

Text 1: Reading for Gist

1. What social reality does viral marketing build on?
2. Is it a widely accepted practice?
3. What metaphor lies behind the term?

True or False?

1. A person will only tell his friends about products he disliked.
2. 'Stealth marketing' has negative connotations.
3. Jeffrey Rayport was the Harvard businessman who first used the technique.
4. Douglas Rushkoff invented the term.

Answer in your own words

1. Why is it called 'viral advertising'? Do you think this is a neutral term, one used by advocates or one used by critics?
2. Is the opinion passed on to friends an honest one?
3. Who made the term popular?
4. What assumption was made by Douglas Rushkoff in 'Media Virus,' regarding the spread of the viral message?

Guess the meaning of the following words

Viral marketing and viral advertising refer to marketing techniques that use preexisting social networks to produce increases in brand awareness, through self-replicating viral processes, analogous to the spread of pathological and computer viruses. It can be word-of-mouth delivered or **enhanced** by the network effects of the Internet.

The term “viral marketing” was **coined** by a Harvard Business School professor.

The term "viral marketing" is also sometimes used **pejoratively** to refer to stealth marketing campaigns

Lexical cohesion: find phrases in the text related to: (1)

Viral advertising

Lexical cohesion: find phrases in the text related to: (2) ANSWERS

Viral advertising

- brand,
- promotion, customer
- pass along, spread
- marketers,
- marketing research/ campaign
- word-of-mouth
- segment of the population.

Text 2: Answer the questions (1)

- What is the author's central meaning?
- What phrase in the text encapsulates it?
- What norms of behaviour are hinted at?

Text 2: Answer the questions (2)

•The writer tries to make us aware of marketing-imposed equations. What are the following equated with?

- Junk food at football matches=
- Junk food and sweetened beverages at parties =
- Diamonds =
- Big car =
- Sports car =
- Good building =

Text 2: Answer the questions (2)

ANSWERS

- The writer tries to make us aware of marketing-imposed equations. What are the following equated with?
 - Junk food at football matches = camaraderie, male bonding
 - Junk food and sweetened beverages at parties = being like the others
 - Diamonds = love
 - Big car = social status
 - Sports car = youth, adventurous nature
 - Good building = social class, wealth

Encyclopedic

Tone: Objective, matter-of-factly, lack of personal opinion.

Organization: proceeds from definition to arguments in favour to arguments against.

Language: rather formal

Authorial voice: distant from the reader.
Writer=authority. No 2nd person pronouns

Sentence type: affirmative, no questions

Emotional language/ Speech

Tone:

Organization:

Language:

Authorial voice:

Emotional language/ Speech

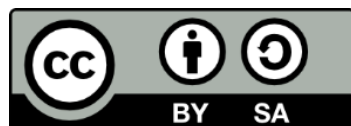
Tone: Subjective, personal opinion. Emotive.

Organization: proceeds from personal anecdote to conclusions drawn.

Language: informal, may contain figurative language (eg. metaphor) to impact the listener.

Authorial voice: engages in conversation with the audience. 2nd person pronouns.

Τέλος Ενότητας



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