



# Advertising

## 1. Spark up

### Nike "Just do it."

In 1988, Nike sales were at \$800 million; by 1998, sales exceeded \$9.2 billion. "Just Do It." was short and sweet yet encapsulated everything people felt when they were exercising – and people still feel that feeling today. Don't want to run five miles? Just Do It. Don't want walk up four flights of stairs? Just Do It. It's a slogan we can all relate to: the drive to push ourselves beyond our limits.



## METRO TRAINS

### Dumb way to die (2012)

In Melbourne, Australia, Metro Trains wanted to get across a simple message: No horsing around near train tracks. Disorderly conduct could lead to injuries, or even death, but instead of typical warning signs or announcements inside train stations, Metro Trains came up with Dumb Ways to Die, a song that has garnered 157 million YouTube views since it debuted in 2012.



## 2. Language exposure



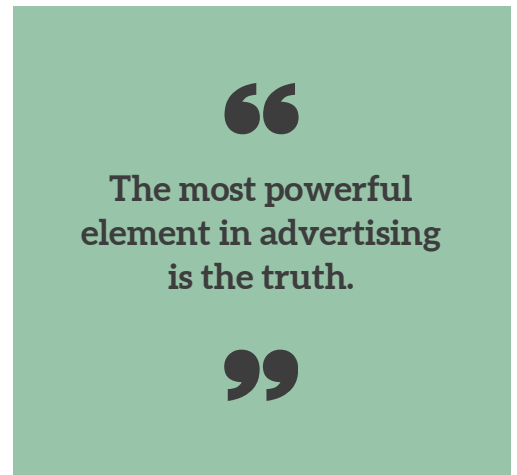
## Types of Advertisements

### 1. Print Advertising

The first print ad ran in England in 1472, according to Infolinks. Since then, this type of advertising has become available in newspapers, magazines, brochures, billboards, flyers, and similarly portable methods of carrying a brand's message to its ideal end user. In this ad method, the advertiser pays the publisher to place their ad in the publication.

### 2. Radio Advertising

Radio advertising dates back to 1920, when the first commercial radio stations were launched in the United States. Today, radio is still a relevant marketing and advertising platform for expanding the reach of a sponsored event or new product. In this ad method, the advertiser pays the radio station to play their ad during designated breaks between music or a radio show.





## 2. Language exposure

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### 3. Television Advertising

Television ads originated in the 1940s with the promotion of practical items and political campaigns. Advertisers can now use television to promote food, toys, stores, business services, and more – both to local TV channels and to national broadcast networks. In this ad method, the advertiser pays the regional or national TV network to show their ad during designated breaks in the network's regular programming.

### 4. Internet Advertising

Internet advertising took root in the mid 1990s with the launch of "banner" advertisements for various telecommunications companies. These ads are placed in interstitial spots on a webpage. In this ad method, the advertiser pays the website owner to place their ad in exposed spaces that are peripheral to the website's own content. Internet advertising has gone on to include video, search engine marketing, sponsored social media posts, and more. But, as you know, the advertising types above have evolved dramatically since their respective origins. What were once quite one-dimensional messages now carry clever, funny, or profound undertones that make the ads memorable years after they first ran. So how do you create an advertising strategy that resonates?



### 3. New words

**01**     **advertising**  
(n) sự quảng cáo, nghề  
quảng cáo

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**02**     **ads/ advertisements**  
(n) quảng cáo

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**03**     **print advertising**  
(n) quảng cáo trên  
giấy (báo, poster...)

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**04**     **brochure**  
(n) tờ rơi, tờ quảng cáo

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**05**     **billboard**  
(n) bảng thông báo,  
bảng yết thị

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**06**     **expand**  
(v) mở rộng

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**07**     **sponsor**  
(n) nhà tài trợ,  
tiền tài trợ

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**08**     **designated**  
(a) được chỉ định

**09**     **portable**  
(a) có thể mang theo,  
xách tay

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**10**     **radio advertising**  
(n) quảng cáo qua radio

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**11**     **launch**  
(v) khai trương, phóng  
(n) buổi khai trương giới thiệu sản phẩm

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**12**     **relevant**  
(a) có liên quan

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**13**     **platform**  
(n) bệ phóng, nền tảng

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**14**     **promote**  
(v) quảng bá, thúc đẩy,  
thăng chức

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**15**     **banner**  
(n) băng rôn

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**16**     **interstitial**  
(a) kẽ, khe



### 3. New words

**17**     **expose**  
(v) tiếp xúc, phơi bày

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**21**     **peripheral**  
(a) ngoại biên

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**18**     **evolve**  
(v) phát triển

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**22**     **respective**  
(a) lần lượt

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**19**     **origin**  
(n) nguồn gốc  
(v) bắt nguồn từ

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**23**     **profound**  
(a) sâu sắc, uyên thâm

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**20**     **undertone**  
(n) thôn điệp ngầm

**24**     **resonate**  
(v) cộng hưởng



# 4. DISCUSSION

## PART 1

### Advertisement

1. Are there many advertisements in your country?
2. Why do you think there are so many advertisements now?
3. What are the various places where we see advertisements?
4. How do you feel about advertisements?

### Shopping

1. Do you enjoy shopping?
2. How often do you go shopping?
3. Do you like online shopping?
4. What is the most favorite item that you have bought?

## PART 2

### **Describe an advertisement you like.**

You should say

what type of advertisement it is

what product it advertises

when you first saw it

and explain why you like it and think that this advertisement is effective.

## PART 3

1. Do you think advertising influences what people buy?
2. Do advertisements give correct information, or do they encourage people to buy things that they may not need?
3. Is advertising really necessary in modern society?
4. To what extent do you agree that people buy things because of advertising?
5. How important is it for advertisers to tell the whole truth in advertisements?
6. Is advertising really necessary in modern society?