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# REFERAT

Theme: Advertisements and  
Announcements

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## PLAN:

1: About Announcements

2: Advertising

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Advertisements made their way into the British press at an early stage of its development, i.e., in the mid-17th century. So they are as old as newspapers themselves. The function of advertisements and announcements, like that of brief news, is to inform the reader. There are two basic types of advertisements and announcements in the modern English newspaper: classified and non-classified (separate).

In **classified advertisements** and announcements various kinds of information are arranged according to subject-matter into sections, each bearing an appropriate name. In most newspapers the reader never fails to find several hundred advertisements and announcements classified into groups, such as COURT CIRCULAR, TODAY'S BIRTHS, MARRIAGES, DEATHS, IN MEMORIAM, BUSINESS OFFERS, PERSONAL, etc. This classified arrangement has resulted in a number of stereotyped patterns regularly employed in newspaper advertising. Note one of the accepted patterns of classified advertisements and announcements in The Daily Telegraph:

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As for the separate advertisements and announcements, the variety of language form and subject-matter is so great that hardly any essential features common to all be pointed out.

#### **How Announcements are constructed**

The IT Announcements Service is owned and maintained by the IT Services Centre within IT User Services.

Announcements are constructed in response to current issues, events, upgrades, forthcoming changes or any other important information relating to IT Service provision. In most cases this information is sent to the "its-announce" email distribution list, however special arrangements can be made to send to specific authorised audiences.

#### **About Announcements**

The Announcements service is the official communication mechanism for all IT Service related communications emanating from Information Services. The Announcements service is owned and managed by the IT Service Desk.

#### **Benefits of using the Announcements service**

That IT Service Announcements are prepared and published:

- Providing IT Service owners the ability to prepare and submit Announcements
- Using a consistent format, approach and delivery mechanism
- Utilising a central response and coordination point (IT Service Desk)

#### **What constitutes an Announcement?**

An Announcement is official communication from Information Services to customers and the wider University community regarding current issues, upgrades, forthcoming changes or any other important information relating to IT Services provided.

In New Haven, Connecticut, from 1954 to 1969, some 25,000 people were relocated from their homes. Neighborhoods were transformed. One was totally eliminated. New Haven, residents were told, would be the "model city." What was life like in the midst of such massive changes? How did neighborhoods and families react?

A major interviewing project and subsequent exhibition at the New Haven Colony Historical Society used oral history interviews with community residents to understand the lingering effects of urban renewal. This project was made possible by a grant from the [Community Foundation for Greater New Haven](#).

ADVERTISING is a message designed to promote a product, a service, or an idea. In everyday life people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in many buses, subways, and trains. Neon signs along downtown streets flash advertisements. Billboards dot the roadsides. Commercials interrupt TV and radio programs.

The purpose of more advertising is to sell products or services. Manufacturers advertise to try to persuade people to buy their products. Large business firms also use advertising to create a favourable "image" of their company. They want the company name to be known and respected for the products the firm makes or the services it provides. Local businesses use advertising to gain new customers and increase sales. Advertising thus plays a major role in the competition among business for the customer's dollar. It is the cheapest and faster way to inform large numbers of people about products or services for sale and to persuade them to buy. In many businesses, the volume of sales depends largely on the amount of advertising done.

Advertising is also used by individuals, political parties and candidates, social organizations, special interest groups and the government. Many people advertise in newspapers to sell used cars, homes, or other property. Political parties and candidates use advertising to try to win votes. Social organizations and special interest groups often advertise to promote a cause or to influence the way people think or act. Some of their advertisements provide a public service. For example, the American Lung Association sponsors public service ads designed to discourage people from smoking. The United States. About \$125 billion – an average of about \$500 per person – is spent on advertising each year. This amount represents about 2 per cent of the U.S. gross national product (GNP) – that is, the value of all goods and services produced yearly. More money is spent on advertising in the United States than is spent in any other country. Advertising pays all other costs of the nation's commercial television and radio broadcasting. It also pays about two-thirds of the costs of newspapers and magazines.

Because advertising is so widespread in the United States, it has enormous influence on American life. Advertising encourages Americans to eat certain foods, wear certain clothes, and use certain household products. It promotes the use of work-saving appliances and then suggests ways to enjoy the resulting leisure time. In doing all these things, advertising helps shape American tastes, habits, and attitudes. In promoting the sale of many kinds of goods, advertising also helps raise the standard of living.

Advertising is common in almost all countries. In many countries, however, the use of advertising is more restricted than it is in the United States. In most of the countries of Western Europe, for example, the governments limit the amount of advertising that appears on television. In addition, these governments make greater use of advertising for social, political, and educational purposes.

This article deals chiefly with advertising in the United States. It also discusses advertising by business and industrial organizations. But much of the material applies to advertising by other groups as well.

#### Ways of advertising

Advertising reaches people through various forms of mass communication. These media include newspapers, magazines, television, and radio. Advertisers use space in newspapers and magazines to publish their ads. They use time on television and radio to broadcast their commercials. National advertisers, such as airlines, automobile makers, and food companies, use the media to reach consumers throughout large parts of the country or all of it. Local

advertisers, such as department stores, supermarkets, and restaurants, use the media to reach consumers within a city or town.

The chief advertising media in the United States are (1) newspapers, (2) television, (3) direct mail, (4) radio, (5) magazines, and (6) outdoor signs. Newspapers and television receive the largest share of the money that is spent on advertising. Newspapers receive about 30 per cent, and television receives about 20 per cent. A chart in this article shows the percentage that is spent on each medium.

Newspapers, on the advantage, devote about 60 per cent of their space to advertising. Local businesses and individuals place about 85 per cent of this advertising. National advertisers sometimes use newspapers as part of a combined national and local campaign. In such a campaign, the newspaper ads include the names and locations of local stores where the advertiser's products are sold. National advertisers also use newspapers when they want to concentrate their sales efforts in particular regions of the country.

Newspapers offer advertisers several advantages over other media. Most adults read a daily, and many of them specifically check the ads for information about products, services, or special sales. Daily newspapers also offer the advantage of timeliness. An advertiser can prepare and publish an advertisement within a day. Newspaper ads can thus quickly reflect a sudden demand for certain merchandise. For example, a department store can place an advertisement for snow shovels in a newspaper the day after the city has its first snowfall of the season.

Newspapers carry two main kinds of advertisements: display ads and classified ads. Display ads range in size from less than 1 inch (2.5 centimeters) to a full page or more, and most include illustrations. Advertisers can appeal to people with special interests by placing their ads on certain pages, such as those devoted to travel, home life, or sports. Classified ads, which are also called *want ads*, appear in a separate section of a newspaper. Most classified ads consist of a few lines of print. The ads list homes, used cars, furniture, and other property that individuals have for sale. Used-car dealers, real estate companies, and firms with job openings also place classified ads. Most newspapers will also accept preprinted ad sections called *free-standing inserts*, which are several pages long.

Television is the chief medium used by national advertisers. The 100 largest advertisers spend an average of 65 per cent of their advertising budgets—not including direct mail and sales promotion—on television. Candy, snack, and soft drink companies spend more than 80 per cent of their budgets on television, and soap and cleanser companies spend nearly 90 per cent.

A main advantage of television to advertisers is that it brings sight, sound, and action directly to consumers in their homes. Advertisers can explain and demonstrate their products to viewers who are enjoying a TV program and can not easily avoid the commercials. In addition, television reaches a vast, nationwide audience. A special entertainment program may draw as many as 100 million viewers. Although advertising time on television is expensive, the cost per person reached is low. For example, a 30-second commercial on a TV network may cost \$150,000. But if 60 million viewers watch the commercial, the advertiser pays only a fourth of a cent for each person who sees the ad.

Television commercials can be broadcast live, from film, or from videotape. In live commercials, which are rarely used today, announcers or performers deliver messages in front of a TV camera for direct broadcast. Filmed or videotaped commercials are prerecorded in a studio or at another location and are broadcast later. The commercials may use performers in true-to-

life situations, such as a family around the dinner table or a group of people at a party. Some TV commercials consist of animated cartoons or stop-motion films. Stop-motion is a method of photographing objects in different positions so that they appear to move. For example bottles may seem to dance across a table.

The majority of TV commercials consist of short announcements, most of which last 30 seconds. The commercials are usually run in groups of three to six. Television networks and stations generally limit commercial time to about 10 minutes per hour during prime time and 16 minutes per hour during most other broadcast times. Prime time refers to the evening hours. TV programs draw the largest audience.

Advertisers can buy *spot time* from a local TV station or *network time* from one of the national TV networks. They can also buy time on cable television. In addition, advertisers can either sponsor an entire TV program or buy *scatter packages*. In scatter packages, the commercials are aired at various times for several weeks. Many advertisers buy scatter packages. But special entertainment programs, sports events, and certain motion pictures are often sponsored by one advertiser. In this way the advertiser hopes to gain added recognition by being identified with the program.

Direct mail includes leaflets, brochures, catalogs and other printed advertisements that are delivered by a postal service. Mail-order firms, which sell largely through the mail, are the main users of direct-mail advertising. Companies that have a mail-order department and many other companies that do not, also advertise by *direct mail*.

The effectiveness of advertising by direct mail depends mainly on the quality of the *mailing list*. Some lists consist of all the addresses in a city or a large area and are simply sent to "Occupant". Other mailing lists consist of individual names with addresses. Some specialize in preparing lists of people according to the occupation, age, income, interests, or other characteristics. For example, a firm might assemble a list of 200,000 new mothers or 10,000 lawyers. These lists are sold to advertisers. The price may range from \$35 to \$80 per thousand names, depending on the nature of the lists. Some advertisers assemble their own lists.

Direct-mail advertising costs more per person reached than do other ways of advertising. However, advertisers who obtain special mailing lists know they are reaching good prospects. In addition, advertisers can choose from many different sizes and forms of advertisements. Some products or services are too complicated to be explained in any other medium.

Radio. Local advertisers place about 70 per cent of the advertising on radio stations. The rest is placed in national advertising, which is bought either from individual stations in various cities and towns or from one of the radio networks.

One advantage of advertising on radio is that people can listen to programs while doing other things such as driving a car or working at home. Another advantage is that radio audiences, in general, are more highly selected by the type of programming than are television audiences.

**Most magazines have a nationwide circulation and so are used chiefly by national advertisers. Magazines have a number of advantages over newspapers as an advertising medium. They are usually read in a leisurely manner and are often kept for weeks or months before being discarded. In many cases, several members of a family read each copy of a magazine. An other advantage of magazines is that they offer better printing and color reproduction than newspapers do. Advertisers can thus show off their products to greater advantage in magazines.**

Advertisers can choose from a wide variety of magazines. Some magazines, such as news magazines, appeal to a mass audience. Others are designed for specific groups of people, such as teenagers, homemakers, or amateur photographers. Certain companies

advertise in made republicans, wick are devoted to particular businesses, industries, of professions. For example, farm magazines are used by advertisers who sell agricultural equipment and supplies. Drug furies advertise in medical journals to reach doctors and druggists.

**OUTDOOR SIGNS.** Most of the advertising on outdoor signs is placed by national advertisers. One of the main advantages of outdoor signs is that people pass by the signs repeatedly. In addition, large, colourful signs easily attract attention. However, the ads on outdoor signs must be short and simple because most passers-by see a sign for only few seconds.

The main kinds of outdoor signs are (1) posters, (2) painted bulletins, and (3) electric spectaculars. Posters, commonly called billboards, are the most widely used form of outdoor advertising. They consist of printed sheets of paper, which are pasted on large billboards. The billboards are owned by local companies, which rent them by the month to advertisers. Painted bulletins are signs painted on buildings or billboards. Electric spectacular consist of large illuminated displays. Many feature changing massages and moving pictures. Electric spectaculars are the most expensive kind of outdoor sign.

Other ways of advertising: include the use of (1) transit signs, (2) window displays, (3) point-of-purchase displays, (4) telephone directories, and (5) novelties.

Transit signs are small posters placed in or on local traits, subways, buses, and taxicabs. Posters placed inside vehicles can carry longer massage than outside ads because riders have more time to read it.

Window displays are designed to attract costumers into a store. Many stores have a promotion department, whose duties include preparing window displays. Other stores hire display firms. Many manufacturers give display materials to stores that sell their products.

Point-of-purchase displays are arrangements of signs, banners, and other items within a store. The displays draw attention to certain products and are designed to encourage impulse buying- that is, buying on the spur of the moment. The materials for most point-of-purchase displays are supplied by the manufacturers of the products being advertised.

Telephone directories carry ads in a section called the yellow pages. Some of the ads consist of a few printed lines that give the name, address, and telephone number of local businesses. Others take up more space and are like display ads in newspapers.

Novelties are inexpensive item that many advertisers give away. Such items include calendars, matchbooks and key rings that carry an advertisers as long as they use the item.

Advertising is to inform, influence, or persuade people. To be effective, an advertisement must first attract attention and gain a persons's interest. It may than provide reasons for buying a product and for believing the advertisers's claims.

Advertisers use a variety of techniques to creative effective advertisements. They start with a basic appeal, wick is the main selling point, or theme, of an advertisement. They then use certain specific techniques. The most co mmonly used techniques include(1) attention – getting headlines, (2) slogans (3) testimonials (4) production

**Basic appeals.** Advertisers rely on many kids of appeals many to persuade people to buy. In general, advertisers may present their massage either in a factual way or in an emotional way. Advertisements that use a factual approach describe the demonstrable characteristics of a product. Such ads tell what product is how it works, or how it is made. Advertisements that use an emotional appeals stress the ways in which a product will give personal satisfaction. Such an ad might appeal to a person's need for love, security, or prestige and suggest that the product will satisfy the need. Advertisers often use

sexual themes that appeal to a person's desire to be attractive to the opposite sex. For example, an advertisement for after shave lotion might suggest that the product will help a man attract woman.

To persuade the largest possible number of people, many advertisements combine factual information with an emotional appeal, or they use several appeals. In some cases, the appeal is aimed specifically at a limited group of people, such as business executives or young married couples.

Attention-getting headlines are an important feature of printed advertisements. A successful headline leads a person into the rest of the ad. Some headlines attract attention by promising the reader a personal benefit, such as a savings in money or an improvement in physical appearance. Other headlines are cleverly worded to arouse a person's curiosity. Still other headlines carry news, such as announcement of a new product. Headlines also attract attention by directly addressing a specific group. For example, a headline might read: "For the Young Single Woman ". The opening lines in a radio or TV commercial serve the same purpose as headlines in printed ads.

Slogans are short phrases that company users and over in it's ads. Good slogans are easy to remember and tend to stick to people's mind. The majority of slogans are designed to help create a favorable images company and its products. Most such slogans do not late to particular features of a product. Companies are use slogans an advertisement inexpensive products to chewing gum or soft drinks

Testimonials are advertisements in which a person's endorses a product. The person may be someone looks like an average user of the product. Advertisements also pay movie and TV stars, popular athletes, and celebrities to endorse products. A celebrity helps and attention to an advertisement. In addition endorses by a celebrity can be persuasive if the person's public image suits the product. People may then trust the IIIlebrity's world and be influenced to buy the product III under United States government regulations , endoIII must use the advertised product if they claim they III .

Product characters are fictional people and III animals or characters that are used in advertisement over a long period. Many advertisers use product characters to deliver sales messages for whole line of products. The characters become highly familiar to II ple and so provide lasting identification with a comIIIIny's products. Product characters are often used in advertising aimed at children because such characterIII delight many youngsters.

Comparison of products is used most frequently sell products that compete heavily with other brandIII. Advertisers compare their product with similar brandIII and point out the advantages of using their brand. A competitor's product may be named or hinted at, or III may be referred to as "Brand X" or "the leading brand"

Repetition is one of the basic techniques advertisers use to get their message across. Advertisers may broadcast their commercials several times a day for weeks on TV or radio. Or they may publish their ads frequently in printed media. Repetition can help build or reinforce a company's reputation. Advertisers also believe that the more often people see or hear an advertisement, the more likely they are to accept the message and want the product.

#### Creating advertisements

Most business firms hire advertising agencies to create their their advertisements and place them in the various media. In most cases, individual advertisements form part of an advertising

campaign, the agency must first determine the objective of the campaign. The objective may be to prove a product's superiority over competing brands, to change the image of the company, or to achieve some other goal. The agency must also determine the *target market* – that is, the people who are likely users of a product and at whom the advertising will be aimed. Finally, the agency has to estimate how much money and time will be needed to carry out the campaign.

Large advertising agencies generally assign a team of persons from the various departments of the agency to handle all the advertising for a specific advertiser, or client. The typical agency includes a research department, media department, and production department. An *account manager, or account executive*, has overall responsibility for planning and directing a client's advertising. The following discussion describes in broad terms the way an agency creates advertisements. The main steps in the process include (1) research, (2) media selection, (3) creative work, and (4) production.