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EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,  
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdělávání  
pro konkurenceschopnost

INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



STŘEDNÍ ŠKOLA  
GRAFICKÁ BRNO

# ANGLICKÝ JAZYK

## Advertising

[www.ssgbrno.cz](http://www.ssgbrno.cz)

Vytvořila:  
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Interaktivní metody zdokonalující edukaci na SŠG Brno  
CZ.1.07/1.5.00/34.0538

**Anglický jazyk**

DUM číslo: 20  
Adversting

Škola	Střední škola grafická Brno
Ročník	4. ročník (SOŠ, SOU)
Název projektu	Interaktivní metody zdokonalující proces edukace na SŠG Brno
Číslo projektu	CZ.1.07/1.5.00/34.0538
Číslo a název šablony	III/2 Inovace a zkvalitnění výuky prostřednictvím ICT
Autor	Mgr. Jana Macenauerová
Tematická oblast	Anglický jazyk
Název DUM	Adverstising
Pořadové číslo DŮM	20
Kód DŮM	VY_32_INOVACE_20_AJ_MJ
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Pokud není uvedeno jinak, je materiál z vlastních zdrojů autora.

- An advertising
- An ad (advertisement)
- A commercial

- special form of communication
- forms of advertising
- places of/for advertising – media used to deliver these messages
- criticism
- code of advertising
- function:
  - commercial ad.
  - public service ad.
  - guerilla marketing
  
- media used to deliver these messages

## What is the intention of this form of communication?

- advertising intends to persuade viewers, readers or listeners to buy something or take some action on products, ideas or services

## What does advertising include?

- the name of product or service
- how that product or service could benefit the consumer
- the intention is to make somebody buy or consume that particular brand

## What is function of commercial advertising?

- to increase consumption of products or services => prime time on TV

## What is function of public service advertising?

- to inform, educate and motivate the public about non-commercial issues (such as HIV/AIDS, political ideology, energy conservation, deforestation, etc. => late night or early morning on TV)

## What is guerilla marketing?

- it is recent aggressive advertising innovation = strategy for increasing of consumption by unpredictable innovative and interactive giveaways of products (product placement – in films, SMS, social network services, etc.)

## Which media are used to deliver these messages?

- traditional media: newspapers, magazines, tv, radio
- new media: websites, text messages (sms), e-mails

## Some places which can be used for advertising

- any medium can be used:
  - wall paintings, billboards, posters
  - flyers, leaflets
  - radio, cinema, tv commercials
  - web banners, web pop-ups, mobiles
  - skywriting
  - bus stop benches, sides of buses, trams or airplanes (logo jets)
  - human billboards
  - magazines, newspapers, books
  - subway platforms, trains
  - stickers on fruit
  - shopping cart handles
  - backs of tickets and receipts



## What are forms of advertising?

- television advertising (infomercials = combination of information and commercial = TV shopping)
- radio advertising
- on-line advertising (contextual ads, banner ads, text ads, social network advertising, e-mail marketings (including e-mail spams))
- product placement (in films)
- press advertising (newspapers, magazine, trade journals)
- billboard advertising placed in any location with a lot of viewers – roads, stations, shopping malls, stadiums

## Why is advertising criticised?

- unsolicited commercial e-mail and other forms of spam have become a nuisance to users
- children exploitation (public places, schools) – psychological pressure

## Which ads are mostly criticised and why?

- tobacco advertising
- sex advertising
- ads for some children's toys (war toys)
- fast food advertising (in the USA)

## What is the aim of a code of advertising standards?

- any advertising should be *“legal, decent, honest and truthful”*

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