

UNIT 1

ADVANTAGES AND DISADVANTAGES OF ADVERTISING

Text A

Advertising, as a tool of marketing, is used to increase the sale of goods or services of an organization. Public relations uses advertising as a tool to help sell the policies and actions of an organization. Success in marketing is shown by increased income. Success in public relations, which indirectly affects the economic success of the organization, is shown by increased public regard for the organization.

There are five basic types of public relations advertising.

Image-building advertising is designed to convince the public that the organization is a good citizen and a desirable part of the community.

Financial advertising may be placed to meet SEC requirements or to convince investors that the company's management is sound and that the stock is a good investment.

Public service advertising supplies information that helps or assists the public in some way.

Advocacy advertising allows an organization to explain its stand on a particular issue and to try to change public opinion.

Announcement advertising focuses on distributing important news promptly so that the public has current information.

Notes:

SEC = Securities and Exchange Commission — Комиссия по ценным бумагам и биржевым операциям. Независимое федеральное ведомство, создано в 1934 г. с целью регулирования операций с ценными бумагами, контроля за соблюдением законов и правил деятельности биржи и финансового рынка, защиты инвесторов от мошенничества.

Vocabulary:

advertising — реклама

tool — средство, путь, орудие, инструмент

marketing — маркетинг; сбыт

sale — продажа

goods (pl.) — товар, товары

increase — увеличивать, повышать

services — услуги

policy — политика; линия поведения

success — успех

income — доход

indirectly — косвенно

affect — оказывать воздействие, влиять

public relations — общественные отношения, связь с общественностью

public regard for smb. — отношение общества к к.-л.

basic types — основные виды

image building advertising — формирование благоприятного имиджа; престижная реклама; пропагандистская кампания (реклама по созданию репутации организации, партии, политическому деятелю)

financial advertising — финансовая реклама; реклама по привлечению спонсоров

public service advertising — реклама по распространению информации,ющей заинтересовать население в той или иной мере; реклама типа « обращение к общественности»

advocacy advertising — разъяснительно-пропагандистская реклама; реклама, помещаемая организациями для сообщения о своей позиции, продукции и т.д. в связи с критикой определенной части населения, например экологов

announcement advertising — реклама по быстрому распространению важной информации в пользу фирмы

be designed — быть предназначенным

convince — убеждать

a citizen — гражданин

desirable — привлекательный, желанный

community — общество

place — размещать

meet requirements — отвечать требованиям

management — правление

sound — крепкий, здоровый; здравомыслящий

supply — предоставлять, обеспечивать

assist — помогать

the stock — фонды

a particular issue — отдельный вопрос

public opinion — общественное мнение

focus on smth. — сосредотачивать(ся) на ч.-л.

stand — точка зрения, позиция

distribute — распределять

promptly — быстро, немедленно, тотчас

current — текущий, современный

Exercises

1) Find the words in the text which describe or mean the following:

1. instrument or person or skill that is helpful for doing your job —
2. act or process of calling the attention of the public to goods, services or organizations —
3. smth. that has the result that you intended usually so that it earns a lot of money, is popular, etc. —
4. facts or details that tell you smth. about a situation, person, event etc. —
5. to give smth. such as food, medicine, or information to each person in a group —
6. the activity of deciding how to advertise a product, what price to charge for it etc., or the type of job in which you do this —

2) Translate the following word-combinations into Ukrainian. Use them in sentences of your own:

1. a tool of marketing
success in marketing
to do the marketing
2. increased public regard for
increased income
3. public relations advertising
image-building advertising
public service advertising
advocacy advertising
announcement advertising
4. to require (money, patience, time, calmness)
to meet smb.'s requirement
daily requirements
5. to inform smb. about/of smth.
to supply information
to gather information
a piece of information
further/additional information
current information
inside/outside information
for your information

3) Match the words, some of them can be used more than once:

favorable
public
to meet
to supply
to distribute
social
financial ad

relations
requirements
information
news
opinion
welfare
advancement
structure

4) Match the words which are close in their meaning:

promptly
to design
to focus
sound
to explain
success
stand
to convince
to affect

position
to account for
progress
to influence
quickly
to persuade
stable
to concentrate
to aim

5) Match the words having the opposite meaning:

to increase
sale
success
nonprofit

commercial
to decrease
purchase
failure

6) Make the words negative by using prefixes (un; in; dis):

regard; desirable; sound; important; applicable; favorable; competence.

7) Insert prepositions where necessary (in; of; by; for; on):

1. Success _____ public relations, which indirectly affects _____ the economic success _____ the organization, is shown _____ increased public regard _____ the organization.

2. Financial advertising may be placed to meet _____ SEC requirements.

3. Announcement advertising focuses _____ distributing important news.

8) Complete the sentences with the following words (supplies; income; financial; advertising; distributing; the organization; public opinion; information):

1. Public relations uses _____ as a tool to help sell the policies and actions of an organization.

2. Public service advertising _____ information that helps the public in some way.

3. Announcement advertising focuses on _____ important news promptly.
4. Success in marketing is shown by increased _____.
5. _____ advertising may be placed to convince investors that the company's management is sound.
6. Success in public relations is shown by increased public regard for _____.
7. Announcement advertising focuses on distributing important news promptly so that the public has current _____.
8. Advocacy advertising allows an organization to explain its stand on a particular issue and to try to change _____.

9) Answer the following questions:

1. How is advertising used in public relations?
2. In what way does the success in public relations affect the economic success of the organization?
3. What are the five types of public relations advertising?
4. What is image-building advertising designed for?
5. What can you say about financial advertising?
6. What sort of information does public service advertising supply?
7. What is the purpose of advocacy advertising?
8. What does announcement advertising focus on?

10) Explain the following:

Success in public relations, which indirectly affects the economic success of the organization, is shown by increased public regard for the organization.

11) Sum up the contents of the text in one or two sentences.

Text B

The American National Advertisers and Publishers Information Bureau suggests several characteristics that distinguish public relations advertising. The following list uses the word "company", but the concept is applicable to any organization, including nonprofit, voluntary, and trade groups.

1. It must educate or inform the public regarding the company's policies, functions, facilities, objectives, ideals, and standards.

2. It must create a climate of favorable opinion about the company by stressing the competence of the company's management, accumulated scientific knowledge, manufacturing skills, technological progress, and contribution to social advancement and public welfare.

3. It must build up the investment qualities of the company's securities or improve the financial structure of the company.

4. It must sell the company as a good place in which to work, often in a way designed to appeal to graduates or people with certain skills.

Notes:

The American National Advertisers and Publishers Information Bureau—Национальное бюро информации американских рекламодателей и издателей.

Vocabulary:

distinguish — отличать, различать

concept — понятие, идея

applicable — применимый

nonprofit — некоммерческий, нерентабельный, общественный

voluntary — добровольный

trade — торговый, коммерческий

regarding — относительно, касательно

facilities — условия, удобства, средства обслуживания

objectives — цели

create — создавать

favorable opinion — благоприятное мнение

stress — подчеркивать, выделять

competence — компетентность

manufacturing skills — навыки производства

contribution to smth. — вклад во ч. л.

social advancement — социальный прогресс

public welfare — благосостояние общества

build up — создавать, повышать, наращивать

securities — ценные бумаги

improve — улучшать

appeal to smb. — привлекать к.-л., нравиться к.-л., импонировать

graduate — выпускник

Exercises

1) Find the terms in the text which describe or mean the following:

1. an idea of how smth. is, or how smth. should be done —

2. done willingly, without being forced or without being paid —

3. smth. that you are working hard to achieve —

4. to recognize or understand the difference between two similar things, people, etc. —

5. smth. that you give or do in order to help smth. to be successful —
6. condition of having good health, comfortable living and working conditions, happiness, etc. —
7. views of the public in general —

2) Translate the following words and word-combinations into Ukrainian and use them in sentences of your own:

1. voluntary organizations
trade organizations
non-governmental organizations
non-profit organizations
2. company's policies, functions, facilities, objectives, ideals, and standards
3. build up the investment qualities of the company's securities
4. designed to appeal to graduates
5. to invest one's money (in stocks, in bonds, in land)
the stock is a good investment
investment bank
short-term/long-term investment
investment qualities
investor
6. to sell (dear; cheap; at a loss; well, badly; off, out)
sale of services/goods
goods on sale
cash sale
winter/summer sale

3) Match the words having the opposite meaning:

national	to damage
to improve	to spend
voluntary	negative
favorable	poverty
to accumulate	global
welfare	forcible
to create	to worsen

4) Make up sentences with the following word-combinations and translate them:

1. to suggest several characteristics

2. accumulated scientific knowledge
3. contribution to social advancement
4. to build up the investment qualities of the company's securities
5. designed to appeal to graduates or people with certain skills
6. to improve the financial structure of the company

5) Complete the sentences with the following words (place; regarding; distinguish; favorable; applicable):

1. The concept is _____ to any organization.
 2. Public relations advertising must sell the company as a good _____ in which to work.
 3. It must create a climate of _____ opinion about the company.
 4. It must educate the public _____ the company's policy, functions, facilities, objectives, ideals, and standards.
 5. The Bureau suggests several characteristics that _____ public relations advertising.
- 6) Complete the following sentences from the text and translate them into Ukrainian:**
1. The American National Advertisers and Publishers Information Bureau suggests ...
 2. It must educate or inform the public regarding ...
 3. It must build up the investment qualities ...
 4. It must sell the company as a good place ...

7) Insert prepositions where necessary (of; by; with; in; up; about; to):

1. It must build _____ the investment qualities _____ the company's securities.
2. It must create a climate _____ favorable opinion _____ the company _____ stressing _____ the competence _____ the company's management.
3. It must sell the company as a good place _____ which to work, often _____ a way designed to appeal _____ graduates or people _____ certain skills.

8) Answer the following questions:

1. What are the characteristics distinguishing public relations advertising?
2. What's your opinion on them?
3. Can you add any other ideas?

9) Sum up the text in one sentence.

Text C

Advantages of Advertising

Advertising is paid and controlled mass communication. This means that the organization completely bypasses the newsroom gatekeepers and places its messages, exactly as written and formatted, with the medium's advertising department. Thus a primary reason for using advertising as a communications tool is that control of the message remains with the sender. Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.

Audience Selection

With advertising, you can reach a very specific audience. For example, commercials on stations can be fine-turned to the audience with little regard for any other people. Advertisements in specialized publications can reach their readers with very little exposure to others. Different ideas can be conveyed to different groups, and efforts can be concentrated in the most important areas.

For any public relations program, certain groups or public are more important than others. Reaching them may be imperative, while reaching others may be optional. To be sure of reaching your key publics, you can rely on advertising.

Vocabulary:

advantages — сильные стороны; преимущества

mass communication — средство массовой коммуникации

bypass — обходить, объезжать; игнорировать

gatekeeper — цензор

message — сообщение; послание

format — форматировать; производить разметку текста

medium (pl. media) — среда; средство, способ

the medium — средство распространения рекламы (например, радиостанция, журнал, газета)

primary — первостепенный, главный, первый

remain — оставаться

sender — отправитель; экспедитор

selectivity — отбор; избирательность

impact — воздействие рекламы (на аудиторию)

timing — согласованное действие; срок, выбор времени, расчет времени

audience selection — отбор/подбор аудитории

commercials — рекламные ролики; рекламные вставки, передачи

reach — добираться до; достигать; охватывать, завоевывать (аудиторию рекламным сообщением по меньшей мере один раз за определенный период времени)

exposure — воздействие, контакт

convey — передавать

effort — усилие

imperative — императивный, обязательный, настоятельный

optional — необязательный, произвольный

publics — группы аудитории

key — основной, ключевой, главный

rely on smb. — полагаться на к.-л.; доверять к.-л.

Exercises

1) Find the words in the text which describe or mean the following:

1. ways of sending information, such as using radio, television, or computers —
2. an individual who controls the flow of information —
3. a measure of the degree to which a receiver differentiates between signals from two or more broadcast stations —
4. the time, day, etc. when smb. does smth., especially when you are considering how appropriate this is —
5. to arrange a book, page, etc. according to a particular design or plan; to layout a document to be printed —
6. to be seen or heard by the audience —
7. if smth. is unimportant, you do not have to do it or use it, but you can choose to if you want to —
8. extremely important, necessary and urgent —

2) Translate the following word-combinations into Ukrainian. Use them in sentences of your own:

to bypass the newsroom gatekeepers —

written and formatted message —

a primary reason for —

a communications tool —

control remains with the sender —

the advertiser's control of the impact and timing —

commercials can be fine turned to the audience —

with little regard for any other people —

3) Match the words which are close in their meaning:

primary	necessary
to remain	to win
to reach	to stay behind
key	important
different	voluntary
optional	various
imperative	main

4) Match the words having the opposite meaning:

imperative	worthless
paid	to distrust
to expose	partially
important	voluntary
to rely on	to be doubtful
to be sure	of roughly
completely	to conceal
exactly	free

5) Insert prepositions where necessary (with; in):

1. The organization places its messages _____ the medium's advertising department.
2. Control of the message remains _____ the sender.
3. _____ advertising you can reach _____ a very specific audience.
4. Advertisements _____ specialized publications can reach _____ their readers _____ very little exposure to others.

6) Complete the sentences with the following words (advantages; reach; exposure; advertising; imperative; publics; commercials):

1. _____ is paid and controlled mass communication.
2. Some other _____ of advertising are its selectivity and the advertiser's control of the impact and timing.
3. With advertising, you can _____ a very specific audience.
4. _____ on stations can be fine-turned to the audience with little regard for other people.
5. To be sure of reaching your key _____, you can rely on advertising.
6. Reaching certain groups or publics may be _____.
7. Advertisements in specialized publications can reach their readers with very little _____ to others.

7) Complete the following sentences from the text and translate them into Ukrainian:

1. Advertising is paid and...
 2. Thus a primary reason for using advertising...
 3. For example, commercials on stations can be fine-tuned to...
 4. Different ideas can be conveyed to...
 5. Reaching them may be imperative, while...
- 8) Make up questions for these answers:**
1. _____? Advertising is paid and controlled mass communication.
 2. _____? A primary reason for using advertising as a communications tool is that control of the message remains with the sender.
 3. _____? Some other advantages of advertising are its selectivity and the advertiser's control of the impact and timing.
 4. _____? Advertisements in specialized publications can reach their readers with very little exposure to others.
 5. _____? To be sure of reaching your key publics, you can rely on advertising.

9) Explain the following:

1. With advertising, you can reach a very specific audience.
2. For any public relations program, certain groups or publics are more important than others.

10) Explain the grammatical structure of the sentence. Write down two sentences of your own with the same form:

With advertising, you can reach a very specific audience.

11) Develop the idea of audience selection, begin with the sentence. Use no more than 80 words:

With advertising, you can reach a very specific audience.

12) Sum up the contents of the text in one sentence.

Text D

Control of the Message

Gatekeepers frequently alter or truncate the news or features they receive. Sometimes the changes do little harm, but occasionally the blue pencil ruins an idea or eliminates an important point. Your communications plan may involve informing the public about subject A before you say anything about subject B, but if a gatekeeper changes the order or eliminates one story, the sequence is destroyed. With advertising, however, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

Control of Impact

With advertising, you can make your messages as big, frequent, and powerful as you choose. The gatekeeper may think your message is worth a 4-inch space on page 9, but if you think it deserves major treatment, you can buy a whole page. And if you want the idea repeated, you can buy as many ads as the budget permits. The broadcast media present similar problems and opportunities. Your news item or features idea may not be used — or, if used, may be cut to a few words — but your advertisement will be used without alteration.

Control of Timing

If timing is an important factor, advertising can guarantee that your message will be timely. Prompt response to a public issue, a fixed sequence of message, continuity of communication — all can be maintained through advertising. To the gatekeeper, your message may be just as usable on Tuesday as on Wednesday; but for your purpose, Tuesday may be a day too early or Wednesday a day too late. You can't be sure unless you pay for it. To a magazine editor, May can be as timely as June, but to you, May can be premature. If you want your message presented in June, you can guarantee the date by buying an advertisement.

Vocabulary:

alter — менять, изменять

alteration — изменение

truncate (the news) — использовать часть целого (новостей, сообщения), сокращать

do harm — наносить вред

feature — занимательная статья; занимательный очерк; рубрика (в газете или журнале)

eliminate — уничтожить, разрушить, отменить

sequence — последовательность, порядок

frequent — частый, периодичный

treatment — обращение, обхождение; трактовка, подход

be worth — стоить

ads = advertisements — рекламные объявления

item — газетная заметка, статья

deserve — заслуживать

permit — позволять

present problems — представлять собой проблемы

cut to — сокращать, урезать до

timely — своевременный

prompt response to — быстрый ответ на issue — проблема, вопрос

fixed — неизменный, установленный, постоянный

continuity — последовательность, непрерывность, преемственность

maintain — поддерживать, сохранять

purpose — цель

unless — если не

editor — редактор

premature — преждевременный

guarantee — гарантировать, обеспечивать

present a message — зд. поместить сообщение

Exercises

1) Find the words in the text which describe or mean the following:

1. the removal or destruction of smth. —
2. a piece of writing about a subject in a newspaper or a magazine, or a special treatment of a subject on television or the radio —
3. a spoken or written piece of information that you send to another person —
4. a plan of how a person or organization will spend the money that is available in a particular period of time, or the money itself —
5. to change, or to make smb. or smth. change —
6. the order that events or actions happen in, or are supposed to happen in —
7. to make it certain that smth. will happen —
8. to include smth. as a necessary part or result —

2) Translate the following word-combinations into Ukrainian and use them in sentences of your own:

1. to alter smth. or smb.
without alteration
to make alterations
2. to leave a message for smb.
to take a message for smb.
to send a message to smb.
to get the message
a messenger
a bike-messenger
to blame the messenger
3. frequent
a frequent visitor
to frequent (usually passive)

the hotel is frequented by...

frequently

frequency

4. means of communication

communication skills

to be communication with smb.

a communications plan

a communications satellite

3) Translate the following sentences into Ukrainian:

1. Gatekeepers frequently alter or truncate the news or features they receive.
2. With advertising, you can make your messages as big, frequent and powerful as you choose.
3. If you want the idea repeated, you can buy as many ads as the budget permits.
4. If timing is an important factor, advertising can guarantee that your message will be timely.
5. You can't be sure unless you pay for it.

4) Match the words which are close in their meaning:

frequently	to remove
to alter	to be worthy of
harm	alike
occasionally	to submit
to eliminate	appropriate
to deserve	regularly
to guarantee	from time to time
similar to	secure
timely	wrong
to present	to change

5) Match the words having the opposite meaning:

prompt	overdue
powerful	to refuse
to maintain	incorrect
to involve	impotent
harm	to exclude
major	mess
premature	insignificant
to permit	to neglect
order	tardy
exact	good

6) Make up 5 questions to the text, beginning with: why; what; where; how; when.

7) Insert prepositions where necessary(to; in; by; without):

1. You can be sure that your message is reproduced _____ the exact words you choose and _____ the sequence you have planned.
2. Your item news may be cut _____ a few words.
3. The broadcast media present _____ similar problems and opportunities.
4. Your news item or feature idea may or may not be used — but your advertisement will be used _____ alteration.
5. If you want your message presented in June, you can guarantee the date _____ buying an advertisement.

8) Complete the sentences from the text with the following words (gatekeeper; message; eliminates; guarantee; ads; present):

1. ... occasionally the blue pencil ruins an idea or _____ an important point.
2. If a _____ changes the order or eliminates one story, the sequence is destroyed.
3. If you think your _____ deserves major treatment, you can buy a whole page.
4. If you want the idea repeated, you can buy as many _____ as the budget permits.
5. The broadcast media _____ similar problems and opportunities.
6. If timing is an important factor, advertising can _____ that your message will be timely.

9) Can you explain the following?

1. With advertising, you can make your message as big, frequent, and powerful as you choose.
2. If timing is an important factor, advertising can guarantee that your message will be timely.

10) Agree or disagree:

1. The broadcast media present similar problems and opportunities.
2. Prompt response to a public issue, a fixed sequence of message, continuity of communication — all can be maintained through advertising.

11) Give the main idea of the text in one sentence.

12) Develop the following statement in writing. Use no more than 80 words:

With advertising, you can be sure that your message is reproduced in the exact words you choose and in the sequence you have planned.

Text E

Disadvantages of Advertising

Although institutional advertising can be effective in getting key messages to specific audiences, there are some disadvantages.

Cost

Paid space is expensive. Ads in multiple media outlets, which are necessary for message penetration, can cost thousands of dollars in the trade press and millions in the consumer press. The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

The high cost of buying space for advertising has led many companies to shift more of their marketing communications budgets to product publicity, direct mail, and telemarketing.

Notes:

Super Bowl — Суперкубок (встреча команд победительниц американского футбола Национальной и Американской конференций после окончания сезона). Игры на Суперкубок проводятся с 1967 г.

Vocabulary:

disadvantages — слабые стороны, недостатки

institutional — казенный, скучный, холодный

paid space — оплаченное место (в СМИ)

multiple — множественный, многократный, многочисленный

outlet — рынок сбыта, рыночный канал, канал реализации

penetration — проникновение

consumer — потребитель

annual — ежегодный

to shift — передвинуть, сместить, сдвинуть, переместить

product publicity — пропаганда товара

direct mail — прямая почтовая рассылка рекламы, директ-мейл

telemarketing — телемаркетинг, телефонный маркетинг

Exercises

1) Find the words in the text which describe or mean the following:

1. the member or type of people who regularly watch or listen to a particular program —
2. happening once a year —
3. particular, or detailed, or exact —
4. smth. that is not favorable or that causes problems —
5. to enter smth. or pass through it, especially when this is difficult —

2) Translate the following words and wordcombinations into Russian. Use them in sentences of your own:

specific audience —
multiple media outlet —
message penetration —
trade press —
consumer press —
a 30-second television commercial —
product publicity —
direct mail —
telemarketing —

3) Match the words which are close in their meaning:

specific	to get through
expensive	to purchase
trade	particular
to penetrate	business
to shift	costly
to buy	to change

4) Match the words having opposite meaning:

specific	cheap
expensive	to remain
trade	entertainment
to penetrate	to sell
to shift	indefinite
to buy	to ricochet

5) Complete the following sentences from the text and translate them into Ukrainian:

1. Paid space is _____.
2. Ads in multiple media outlet can cost _____.
3. The high cost of buying space for advertising has led _____.

6) Write down the questions to the following answers:

1. _____? Although institutional advertising can be affective in getting key messages to specific audiences, there are some disadvantages.
2. _____? Paid space is expensive.
3. _____? Ads in multiple media outlets are necessary for message penetration.
4. _____? Ads in multiple media outlets can cost thousands of dollars in the trade press and millions of dollars in the consumer press.
5. _____? The most extreme example is the annual Super Bowl football game, during which a 30-second television commercial costs about \$900,000.

7) Give the main idea of the text in one sentence.

Text F

Credibility

Public relations executives are fond of saying, “Advertising raises awareness, but publicity published as news stories creates credibility”.

Because they are controlled messages, advertisements are generally less believable than publicity that appears in the news columns or on broadcast news shows. The public perceives that news reports have more credibility because purportedly objective journalists, who are independent of the organization, have evaluated the information on the basis of truth and accuracy.

Indeed, a major value of publicity is the concept that a third party, the medium, has endorsed the information by printing or broadcasting it. Advertisements have no such third party endorsement because anyone with enough money can place an advertisement, provided that it meets the acceptance standards of the medium.

Vocabulary:

credibility — доверие; достоверность; репутация

be fond of smb., smth. — любить к.-л., ч.-л.

publicity — пропаганда, реклама, гласность

awareness — осведомленность, знание

news story — газетное сообщение; информационный материал

news column — раздел новостей; рубрика, колонка

broadcast — вещать; распространять, вести радиопередачу

news show — программа новостей; новости

perceive — понимать; чувствовать, ощущать

news report — газетное сообщение

purportedly — намеренно, с целью, нарочно

objective — объективный

evaluate — оценить

truth — правда; истина

accuracy — точность, правильность; тщательность

major — крупный; главный, основной

the medium — средство распространения рекламы, носитель рекламы (например, вещательная станция, газета)

endorse — подтвердить, одобрить; утвердить

endorsement — одобрение, подтверждение

provided that — при условии, что

meet — удовлетворять, отвечать

standards — нормы, стандарты

acceptance — принятие, одобрение; приемка; акцепт

Exercises

1) Find the words in the text which describe or mean the following:

1. smb. who managers others in an organization, especially a business or company, or helps decide what the organization will do —
2. the business of making sure that people know about a new product, movie etc., or about what a particular famous person is doing —
3. the quality of deserving to be believed and trusted —
4. to say in an advertisement that other people should buy particular product —
5. a level of quality, skill, ability, or achievement by which smb. or smth. is judged, that is considered to be necessary or acceptable in a particular situation —

2) Translate the following word-combinations into Ukrainian and use them in sentences of your own:

1. to set new standard for smth.

to maintain high standards of smth.

to be up to standard

to meet a standard

to raise/to lower a standard

2. above/below standard

a major value of publicity
a publicity campaign

3) Match the words which are close in their meaning:

to believe	idea
credibility	to approve
objective	to trust
to endorse	free
concept	confidence
independent	disinterested

4) Match the words having the opposite meaning:

to believe	to ban
credibility	percept
objective	biased
to endorse	subordinate
concept	to doubt
independent	mistrust

5) Complete the sentences from the text with the following words (truth; publicity; endorsement; concept; credibility; independent):

- Advertising raises awareness, but publicity published as news stories creates _____.
- Advertisements are usually less believable than _____ that appears in the news columns.
- Purportedly objective journalists... have evaluated the information on the basis of _____ and accuracy.
- Purportedly objective journalists... are _____ of the organization.
- A major value of publicity is the _____ that a third party, the medium, has endorsed the information by printing or broadcasting it.
- Advertisements have no such third-party _____ because anyone with enough money can place an advertisement.

6) Insert prepositions where necessary (by; with; on; of):

- A major value of publicity is the concept that a third party has endorsed the information _____ printing or broadcasting it.
- Public relations executives are fond _____ saying it.
- Purportedly objective journalists are independent _____ the organization.

4. They have evaluated _____ the information _____ the basis of truth and accuracy.

5. Anyone _____ enough money can place an advertisement.

7) Make up 5 questions to the text.

8) Can you explain the following?

Because they are controlled messages, advertisements are generally less believable than publicity that appears in the news columns or on broadcast news shows.

9) Give the main idea of the text in one sentence.

Text G

Timing and Context

"Let's run an ad in the newspaper" is a frequent reaction to a crisis. This approach has one major fault. It is usually too late.

This is particularly true when the crisis has already been reported by the media and the public has already developed strong opinions on the subject. For example, an organization accused of wrongdoing rarely does a good job of defending itself by spending a lot of money on advertisements denying responsibility.

After the Valdez oil spill in Alaska, Exxon placed several ads defending itself against charges of doing too little to contain the oil spill, but the public perceived the ads as insincere.

Notes:

the Valdez oil spill in Alaska — одна из крупнейших экологических катастроф — авария нефтеналивного супертанкера «Эксон Валдиз» (Exxon Valdez) компании «Эксон» (Exxon Corp.) 24 марта 1986 г. у берегов залива Принс Уильям (Prince William Sound) недалеко от порта Валдиз на Аляске. Из цистерн танкера вытекло 41,6 млн литров нефти, которая уничтожила все живое на сотни километров вокруг.

Vocabulary:

context — содержание, контекст

approach — подход

fault — недостаток; ошибка, промах

develop opinions on smth. — составлять мнения о ч.-л.

accuse smb. of smth. — обвинять к.л. в ч.-л.

wrongdoing — правонарушение

rarely — редко

defend — защищать

deny — отрицать, отказываться, отпираться
responsibility — ответственность
place an ad/run an ad — поместить объявление
charge — обвинение
contain — укрощать; сдерживать (от распространения)
oil spill — разлив нефти
insincere — неискренний

Exercises

1) Find the words in the text which describe or mean the following:

1. a method of doing smth. or dealing with a problem —
2. smth. that smb. should be blamed for, if smth. bad has happened because they made a mistake or failed to do smth. —
3. based on facts, and not imagined or invented —
4. not often —
5. to use arguments to protect smth. or smb. from criticism, or to prove that smth. is right —
6. a written or spoken statement blaming smb. for doing smth. bad or illegal —
7. to stop smth. from spreading or escaping —
8. to notice smth., especially smth. that is difficult to notice; to become aware of smth. —

2) Translate the following words and word-combinations into Ukrainian:

a frequent reaction to —
it's usually too late —
the crisis has already been reported —
to develop strong opinions on —
to accuse smb. of —
to do a good job of —
to deny smth. —
to run/to place an ad —
to perceive smth./smb. as —

3) Match the words:

to do	responsibility
to run	a good job
to develop	of wrongdoing
to deny	strong opinions
to accuse	an ad

4) Match the words which are close in their meaning:

frequent	to charge
to develop	repeated
to accuse	authority
to defend	to work out
sincere	to protect
responsibility	genuine

5) Match the words having the opposite meaning:

to develop	to attack
to accuse	immunity
to defend	dishonest
sincere	rare
responsibility	to praise
frequent	to confine

6) Complete the following sentences from the text and translate them:

1. The approach has one major fault: _____.
2. This is particularly true when the crisis has already been reporter by _____.
3. _____ is a frequent reaction to the crisis.
4. _____ by spending a lot of money on advertisements denying responsibility.
5. _____, but the public perceived the ads as insincere.

7) Insert prepositions (on; of; by; in; for):

1. Let's run an ad _____ the newspaper.
2. _____ example, an organization accused _____ wrongdoing rarely does a good job _____ defending itself _____ spending a lot _____ money _____ advertisements denying _____ responsibility.
3. This is particularly true when the crisis has already been reported _____ the media and the public has already developed strong opinions _____ the subject.

8) Answer the following question:

1. How do people frequently reach to a crisis? Why is this approach wrong?
2. Can you prove that it is usually too late?
3. What do you know about the Valdez oil spill in Alaska?

9) Agree or disagree:

This approach has one major fault. It is usually too late.

10) Give the main idea of the text in one sentence.