

1. DISCUSSION: What is advertising?

Why do companies advertise? What media are used for advertising? How do we know when we see or hear an advertisement? What are some of the situations where we might not recognise an advertisement?

Billboards are one channel for advertising. Billboards require a simple message that can be conveyed quickly to passers-by. Billboards require the developer of the advertisement to encapsulate the core message of a campaign on a single page (a very large page).

Direct mail is another means of advertising. The idea here is to acquire mailing lists and to use them to develop a customer base. Information is mailed directly to the person, and usually involves a mechanism to encourage a response (a free prize, chance to win, special deal etc). Direct mail is now an online marketing strategy.

2. DEVELOP a list of other advertising channels and discuss the role each might play in a larger campaign.

Advertising medium	Characteristics	Advantages	Disadvantages
1 television	30 secs—1 minute sound, images, may have written words	reach a lot of people at once	expensive
2 billboards			
3 direct mail			
4			
5			
6			
7			

3. WRITE at least two paragraphs describing the types of texts involved in advertising, giving examples of how they are shaped by their purpose and audience.



4. FIND some examples of advertisements that you think are effective in each medium. DESCRIBE them here.

Advertising medium	Effective examples (product & brand)	Approach, look and feel, overall message or effect	Contributing elements	Comments
1 TV	Global petrol	<ul style="list-style-type: none"> • patriotic • true-blue Aussie • petrol for families 	<ul style="list-style-type: none"> • music: upbeat country, sentimental climax • family and community images • man in Akubra and riding boots as central character • rural and outback scenes • ochre colours, oasis blue petrol station • printed words: Australia future together 	expensive
2				
3				
4				
5				
6				
7				

- For one of the above examples, SUGGEST what the target audience is and describe this audience in as much detail as possible. How does each advertisement aim to make the target audience feel? What language choices contribute to the effect? REPORT back to the class on your findings.
- CHOOSE 3 ads and describe what they might be like for a different audience. What language features would change as the audience changes? Give examples.

Product	Previous audience/ new audience	Describe the ad you could produce for this new audience

REPORT back to the class on one of your new ads.