

# Lesson IV Non commercial advertising/ Institutional promotional texts



## What is non commercial advertising?

Non commercial advertising is a form of advertising that aims to promote a cause, product, or service without the primary goal of generating profit. It is often used by non-profit organizations, governments, and businesses to raise awareness, educate the public, or promote social change.

## Translating advertising: The importance of communication style

The communication style of a given language/culture is reflected also in advertising.

• Direct (low context) vs. indirect (high context) communication style

Considerable attention has been paid to the cultural differences in communication styles in the last few decades. The cultural differences in communication styles are often reflected in advertising.

Verbal personal style: Custom individual, no fixed language

Verbal contextual style: Custom individual, no fixed language

Elaborate verbal style: Custom individual, no fixed language

Exact/precise style: Custom individual, no fixed language

Succinct understated style: Custom individual, no fixed language

## Remember

**Non product (corporate or institutional) advertising:** Promotes the organization's values or philosophy rather than a specific product VS **Product advertising** that promotes the sale of products and services.

**Non commercial advertising**, sponsored by or for a charitable or nonprofit institution, civic group, or religious or political organization. VS **Commercial advertising**: Promotes products, services, or ideas with the expectation of making a profit.

## Possible classifications of non commercial advertising

**Advocacy advertising** is an attempt to persuade consumers, in the public sphere, of some cause. There are two main types:

- It promotes ideas or values.
- It is sponsored by a public body, a company, or a not-for-profit association.

**Publicity for public bodies (government advertising):** It is financed by the government or other public bodies to promote the sale of public services, to inform the population on their activities, to gain visibility and credibility.



## Possible classifications of non commercial advertising II

**Social issues advertising/ social advertising** is the use of advertising to inform the public about a social issue or to influence their behavior.

- It can be sponsored by the PM/ Government, the church or by not-for-profit organizations (NPO) and companies.

- Examples of organizations that deal with "communication sociale" are **Pubblicità e Progresso** in Italy and the **Ad Council** in the USA.



Non confondere social advertising con social media advertising.

## Goals of social advertising/promotion

According to Lalli (2008) social marketing/communication is an umbrella concept/term with a variety of objectives:

- Fund raising
- Advocacy for a variety of causes
- To inform (support a cause/give information to reduce the information divide)
- To promote a lifestyle change in the population/ an individual
- (Institutions) Give visibility/Justify founding
- Cause related marketing/Corporate social responsibility

## Examples

Here are two examples to see how promotional text can change from a language/culture to the other.

<http://www.poliambulatoriosanmarco.it/>

<http://www.dentalcarecenter.it/chi-siamo/>

<http://www.dentistry4cowards.com/how-we-cater-to-cowards.html>

<http://www.atkinsondental.com/we-cater-to-cowards.html>



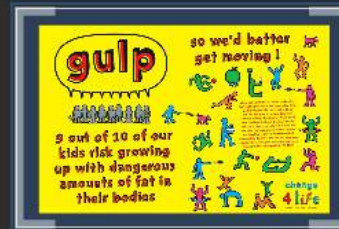
(De Huij 2004)

Elaborate verbal style uses rich, expressive language. Exact/precise style: no more and no less information than required. Succinct understated style: uses phrases, understatements and pauses.



Here you can see how interpersonal communication styles are applied to advertising.

Bear this in mind when translating promotional text from English. There might be variation depending on various factors.



## What is non commercial advertising?

Torresi (2010) classifies as **institutional promotional texts** "all forms of materials that are produced by institutions (both private and not-for profit private ones) to acquire visibility"

Fabris (1992) classifies as **non commercial/non profit advertising** "la pubblicità che non ha come obiettivo la prozione dei consumi privati, l'espansione delle vendite ai fini di profito o, in ultima istanza, l'equivalenza tra consumo e valore, bensì il consenso rispetto ad obiettivi che sono considerati di pubblica utilità, di interesse collettivo. È piuttosto la promozione di idee, di valori o atteggiamenti considerati socialmente rilevanti, la pratica e la diffusione di servizi o consumi sociali a rappresentare l'obiettivo elettivo della pubblicità non profit.

UN VERO AMICO LE PRENDE AL POSTO TUO.



IO LAVORO SICURO.

**SICUREZZA. DOVERE ASSOLUTO, DIRITTO INTOCCABILE.**

La sicurezza è un diritto che ogni datore di lavoro ha l'obbligo di garantire ai suoi lavoratori. E tu lavoratore pretendi gli strumenti di protezione, usali sempre, e denuncia chi mette a repentaglio la tua vita. Perché gli incidenti li puoi evitare, a te e agli altri. Per saperne di più vai su [www.ioilavorosicuro.it](http://www.ioilavorosicuro.it)

PUBBLICITÀ  
**P**  
PROGRESSO  
Fondazione per la  
Comunicazione Sociale

CON IL PATROCINIO DI



*Ministero del Lavoro, della Salute e delle Politiche Sociali*

# Remember

**Non product** (corporate or **institutional**) advertising:  
Promotes the organization's mission or philosophy rather than a specific product VS

**Product advertising** that promotes the sale of products and services.

**Non commercial advertising**, sponsored by or for a charitable or nonprofit institution, civic group, or religious or political organization. VS

**Commercial advertising**: Promotes products, services, or ideas with the expectation of making a profit

# Possible classifications of non commercial advert

**Advocacy advertisement:** its aim is to attempt to promote consensus, in the public opinion, an area where there is controversy.

- It promotes ideas or actions
- It is partial (it advocates a position/stance)
- It can be sponsored by a public body, a company, a not-for profit association.

**Pubblicità pubblica (government advertisement)** it is founded by the government or other public offices to promote the use of public services, to inform the

advancing our industry

pba **advocacy**



**YOU WORKED FOR IT.  
YOU EARNED IT.**

**BE PROUD OF YOUR  
PROFESSION!**

**JOIN THE MOVEMENT. [PROBEAUTY.ORG/IAM](http://PROBEAUTY.ORG/IAM)**

pba professional  
**beauty**  
association

tf 800.468.2274  
p 480.281.0424

[probeauty.org](http://probeauty.org)  
follow us: f t

- It is partial (it advocates a position/stance)
- It can be sponsored by a public body, a company, a not-for profit association.

**Pubblicità pubblica (government advertisement)** it is founded by the government or other public offices to promote the use of public services, to inform the population on their activities, to gain visibility and consensus.

- Information, persuasion, education.

Emergency Department →

Minor illness or injury

Should be  
at the  
Walk-in Centre

Painful cough

Should be at  
the Pharmacy

Sore throat

Should have  
treated themselves  
at home from their  
medicine cabinet

Severe chest pain

Should have  
been at the  
front of the  
queue

Stomach ache

Should be at  
the GP

Unsure or confused  
about an illness

Should have  
phoned 111

**NHS**

**Where should *you* be?**

[www.nhs.uk](http://www.nhs.uk) or call NHS 111

**A&E at the hospital is  
only for emergencies**

# Possible classifications of non commercial advertising II

**Social issues advertising/ social advertising** is the use of advertising to inform the public about a social issue or to influence their behavior.

- It can be sponsored by the PA/ Government, the church or by not-for-profit organizations (NPO) and companies.
- Examples of organizations that deal with "comunicazione sociale" are **Pubblicità e Progresso** in Italy and the **Ad Council** in the USA.



Non confondere social advertising con **social media advertising**



Don't buy exotic animal souvenirs



## Aims of social advertising/promotion

According to Lalli (2008) social marketing/communication is an umbrella concept/term with a variety of objectives:

- Found raising
- Advocacy for a variety of causes
- To inform (support a cause/give information to reduce the information divide)
- to promote a lifestyle change in the population/  
an individual
- (Institutions) Give visibility/Justify founding
- Cause related marketing/Corporate social  
responsibility

# Translating advertising: The importance of communication styles

The communication style of a given language/culture is reflected also in advertising.

- Direct (we-you) vs. indirect (impersonal) communication style

Gudykunst and Ting -Toomey (1988) explain how dimension of culture explain variations in verbal communications styles by distinguishing between:

## Verbal personal style

Covers individual centered languages

Enhances the I identity  
**PERSON**

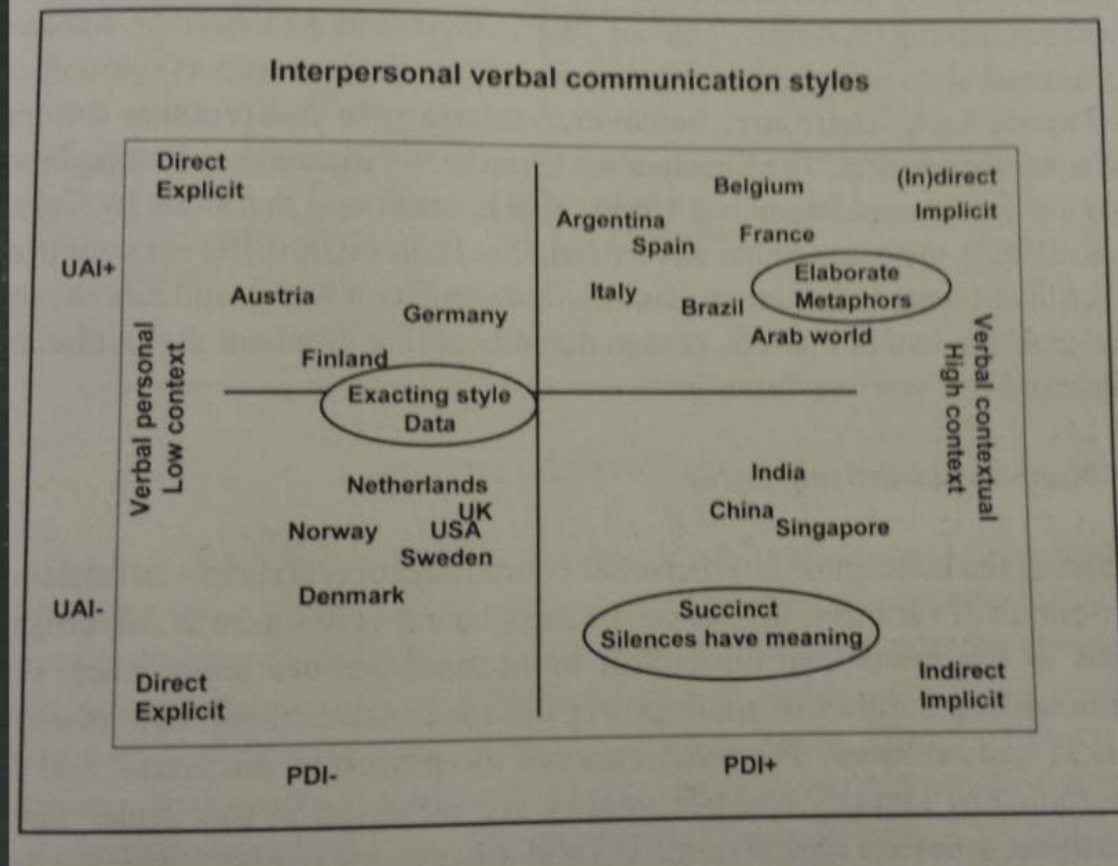
Low power distance (equal status)  
Individualism

## Verbal contextual style

Covers role centered languages

Context-related role identity  
**ROLE-STATUS** (different ways of addressing different people)

High power distance (hierarchy)  
Collectivism

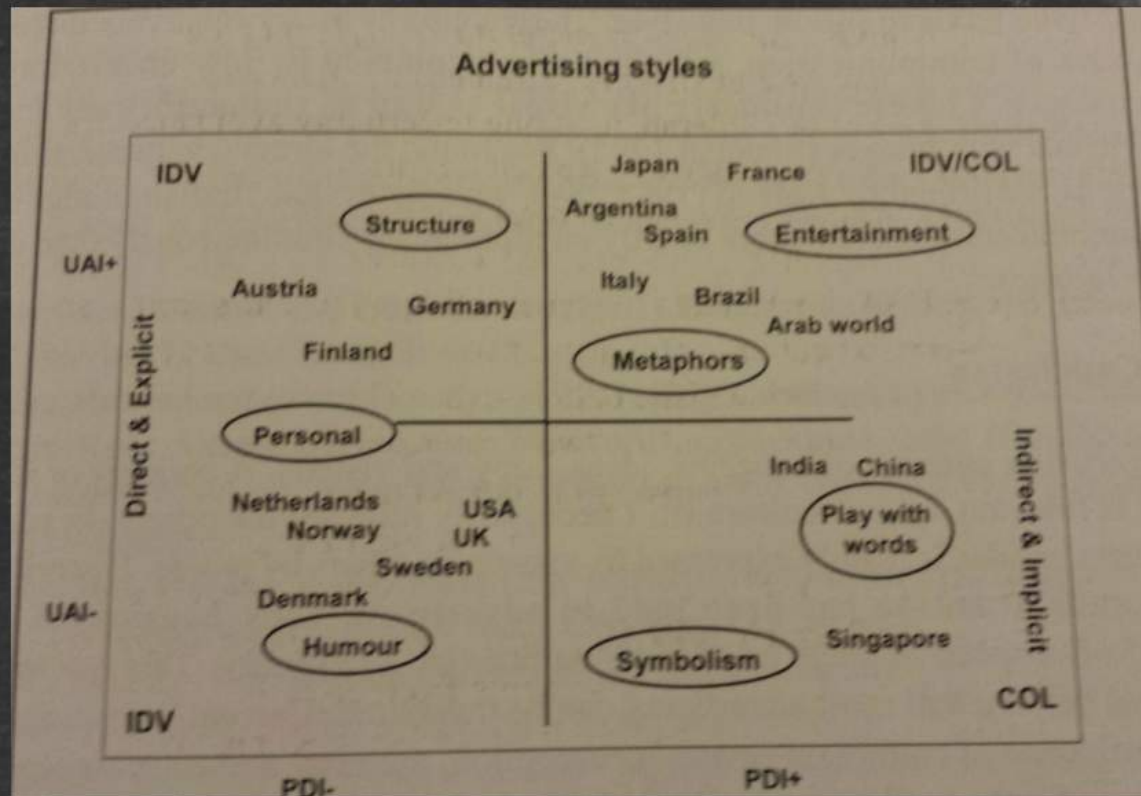


(De Moij 2004)

**Elaborate verbal style:** uses rich, expressive language.

**Exacting/precise style:** no more and no less information than required

**Succinct understated style:** uses silences understatements and pauses



Here you can see how interpersonal communication styles are applied to advertising.

Bear this in mind when translating promotional text from English. There might be variation depending on various factors.

# Examples

Here are two examples to see how promotional text can change from a language/culture to the other.

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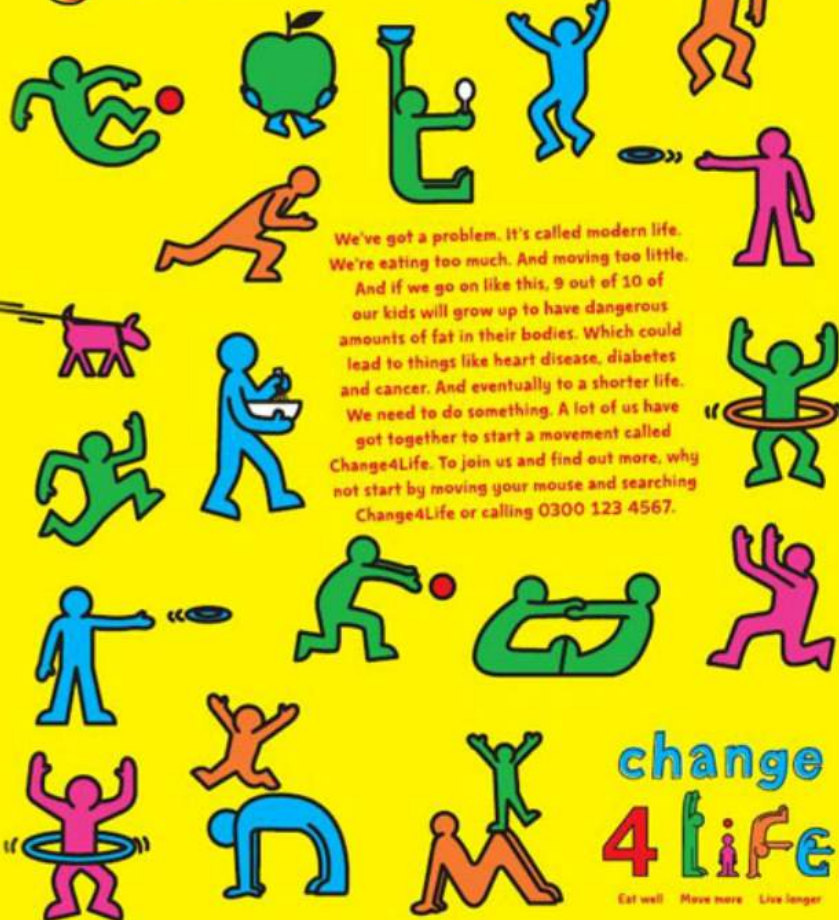
<http://www.atkinsondental.com/we-cater-to-cowards.html>

# gulp



**9 out of 10 of our  
kids risk growing  
up with dangerous  
amounts of fat in  
their bodies**

**so we'd better  
get moving!**



We've got a problem. It's called modern life. We're eating too much. And moving too little. And if we go on like this, 9 out of 10 of our kids will grow up to have dangerous amounts of fat in their bodies. Which could lead to things like heart disease, diabetes and cancer. And eventually to a shorter life. We need to do something. A lot of us have got together to start a movement called Change4Life. To join us and find out more, why not start by moving your mouse and searching Change4Life or calling 0300 123 4567.

**change  
4 life**

Eat well Move more Live longer



## Segui il decalogo del benessere.

- 1 **METTI IN MOTO LA TUA VOGLIA DI STARE IN FORMA.**  
Muoviti un poco ogni giorno.  
Fa bene alla salute, a qualsiasi età.
- 2 **ATTENTO AL PORTAFOGLI CALORICO!**  
Controlla la spesa calorica. Mantieni in equilibrio entrate e uscite (le calorie che assumi e quelle che consumi).
- 3 **HAI 560 MUSCOLI E UN CERVELLO. NON METTERLI A DIETA CON TE.**  
Associare alla dieta dell'attività fisica aiuta a mantenersi in forma: ti fa perdere il grasso, ma non il tono muscolare.
- 4 **30-60-30 ANCHE IL BENESSERE HA LE SUE MISURE IDEALI.**  
Cammina per 30 minuti al giorno a passo spedito. Arriva a 60 minuti se devi perdere peso.
- 5 **NON INSEGUIRE UN RECORD. INSEGUI IL TUO BENESSERE.**  
Scegli uno sport aerobico, da praticare a lungo ma senza affanno, come la corsa lenta, il nuoto, la bicicletta.
- 6 **LA VITA È FATTA A SCALE. LUNGA VITA A CHI LE SALE.**  
Sfrutta tutte le occasioni per muoverti: vai a piedi o in bici, posteggia l'auto lontano, fai le scale.
- 7 **FAI PALESTRA 2 ORE A SETTIMANA? BRAVO! E LE ALTRE 166?**  
Muoviti anche solo mezz'ora, ma fallo ogni giorno.
- 8 **RESTARE IN FORMA? UN GIOCO DA RAGAZZI.**  
Dai il buon esempio ai tuoi figli: coinvolgili almeno un'ora al giorno in giochi fisici di movimento.
- 9 **"CHI PORTA GIU' FIDO STASERA?"**  
Coinvolgi i tuoi figli nei lavori domestici. Portare fuori il cane, sparecchiare, rifarsi il letto, alzarsi per aprire la porta: anche questo è movimento.
- 10 **MANGIA CIÒ CHE VUOI. SE TI MUOVI PUOI.**  
Non esistono cibi "cattivi" ma solo porzioni più piccole.  
Una sufficiente attività fisica giornaliera ti consente di mangiare di tutto.

Pubblicità Progresso ringrazia i medici per il lavoro che svolgono ogni giorno nella prevenzione dei problemi legati al sovrappeso e alla vita sedentaria.

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Considerable attention has been paid to the relationship between culture and communication style in the field of advertising.

Verbal personal style: Custom individual or text language

Elaborate verbal style: Custom individual or text language

Low power distance: Social status is not a factor in communication

High power distance: Social status is a factor in communication



(De Huij 2004)

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## Possible classifications of non commercial advertising II

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