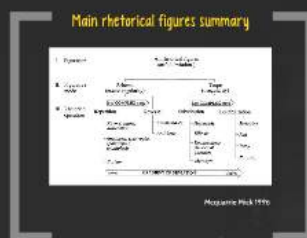
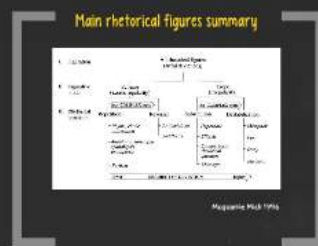


Lesson VI categorizing Ads



Lesson VI categorizing Ads



Now it's your turn

• Reason or tickle?

• Hard sell or soft sell?

• Which rhetoric techniques are used and how?

Advertisement for Burro Chiarificato Prealpi. The ad features a green background with the text "Sempre più italiani cucinano con Burro Chiarificato Prealpi. Vi chiedete perché?" and an image of a butter container. The bottom of the ad mentions "prealpi" and "Dolce scarto".

Advertisement for Calli & Duroni neo Verucid'gel. The ad features a yellow background with the text "Calli & Duroni neo Verucid'gel" and an image of a hand holding a tube of cream. The bottom of the ad mentions "Aptema".

Advertisement for 25% of Australian children don't eat a proper breakfast. The ad features a black and white image of a child sleeping at a desk with the text "25% of Australian children don't eat a proper breakfast."

Advertisement for a birthday cake. The ad features a color image of an elderly woman eating a pink birthday cake with the text "25% of Australian children don't eat a proper breakfast."

Advertisement for a red car. The ad features a color image of a red car driving on a road with the text "25% of Australian children don't eat a proper breakfast."

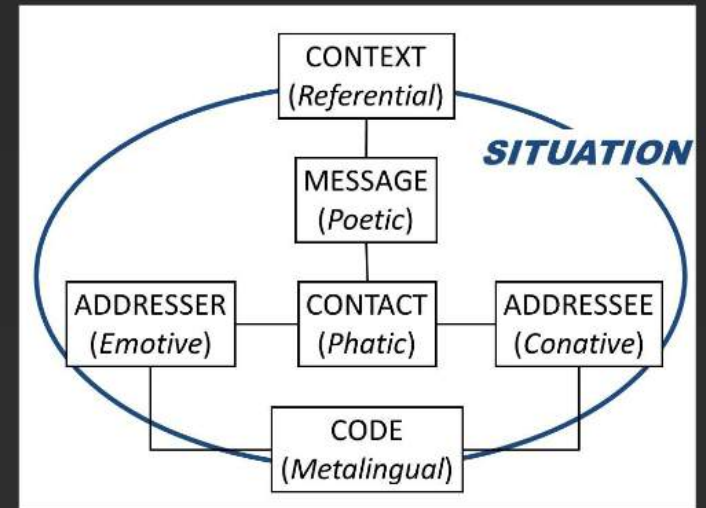
Advertising and Jakobson Functions

The two main functions of communication involved in advertising are:

The **CONATIVE** function, since the main objective of advertising is to persuade the Addressee to take action, do something or stop and think.

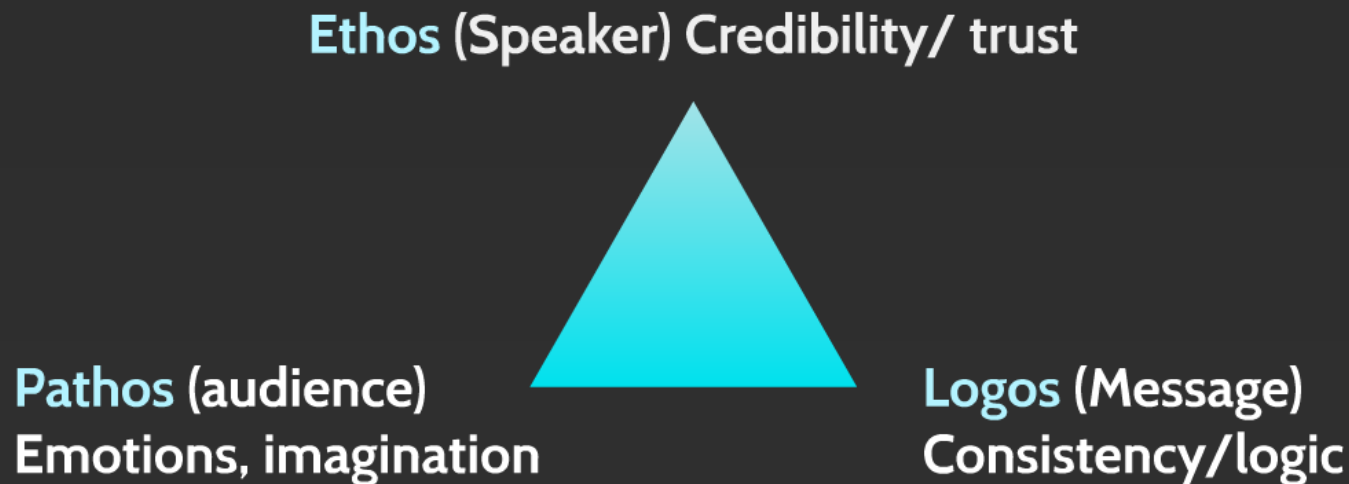


But also the **POETIC** function, since a great importance is given to the FORM of the message that is conveyed, that has to be appealing to catch the addressee's attention and PERSUADE him to act.



How do you achieve PERSUASION, then?

Rhetoric is the study of discourse techniques able to provoke or increase support in people's minds for theses which are presented. Advertising is based on the employment of rhetoric with a PERSUASIVE AIM. Aristotle identified three modes of persuasion:



All three modes of persuasion are used in advertising, often in combination to achieve a better persuasive effect.

And in advertising?

Ethos establishes the credibility character of the product through:

- Brand association
- An expert testimonial
- A celebrity endorsement



Pathos uses emotional appeal. An advertisement using pathos will attempt to provoke an emotional response into the consumer as for example:

- Promise to be attractive to the opposite sex
- Pulling on heart strings
- Prevention of damage



Logos appeals to logic or reasoning. The logos of an advertisement is straightforward. It tells you exactly what the product does, how it works, how it is made and what it is used for.



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ct



Aqua Light
Nutre i capelli*,
con Zero residui**.

"E' la scelta più leggera
per i miei capelli.
Provalo anche tu"

Vittoria

Vittoria Puccini

PANTENE
PRO-V
AQUA LIGHT
BALSAMO

PANTENE
PRO-V
AQUA LIGHT
SHAMPOO senza residui

PANTENE
PRO-V
AQUA LIGHT
BALSAMO

* Pantene AquaLight shampoo e balsamo vs Pantene shampoo
senza balsamo e Pantene balsamo Linea Classica.
** Pantene AquaLight shampoo e balsamo vs Pantene shampoo senza balsamo.

- Brand association
- An expert testimonial
- A celebrity endorsement



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Logos appeals to logic or reasoning. The logos of an advertisement is straightforward. It tells you exactly



YouTube

-

[illegible]

PARMAREGGIO

Controllo totale della filiera
Total supply chain control



L'importanza di far parte di un Gruppo
The importance of being part of a Great Group

Rhetorical strategies/ Form

Persuasion is achieved through different strategies, that grab the addressee attention such as:

- Use of creative language: Metaphors, puns, onomatopoeia, rhyming, alliteration, assonance, use of neologisms, antimetabole, metonymy, parallelism
- The use of factual data: *"L'unico SUV compatto con cambio automatico 7G-TRONIC, sistema di protezione preventiva, trazione integrale permanente 4MATIC e sistema AGILITY CONTROL di serie. GLK inaspettatamente Mercedes."*
- The use of syllogism: *"Capelli così visibilmente sani che splendono"* "I capelli che splendono sono sani", "i miei capelli splendono", "i miei capelli sono sani"
- Intertextuality: refers to the way one text can point to or base itself on another. In advertising it is the reference to another text genre either through verbatim or modified quotation, or through the adoption of the stylistic conventions of that genre. It may be visual and it can also refer to another famous advert.



I think,
therefore
IBM.

IBM



CLASSIC DVD AVAILABLE TOYS 'R US



Home sweet Honda.

The 1983 Accord Hatchback offers all the comforts of home. Plus a few more of its own.

The Accord's spacious interior and plush trim are wonderfully inviting. And once on the road, its excellent handling and roadability are proven at every turn.

Quality Honda engineering features include front-wheel drive, 4-wheel independent suspension and power-assisted self-adjusting ventilated front disc brakes. Steel-belted radial tires, a maintenance reminder and electronic warning system all come standard.

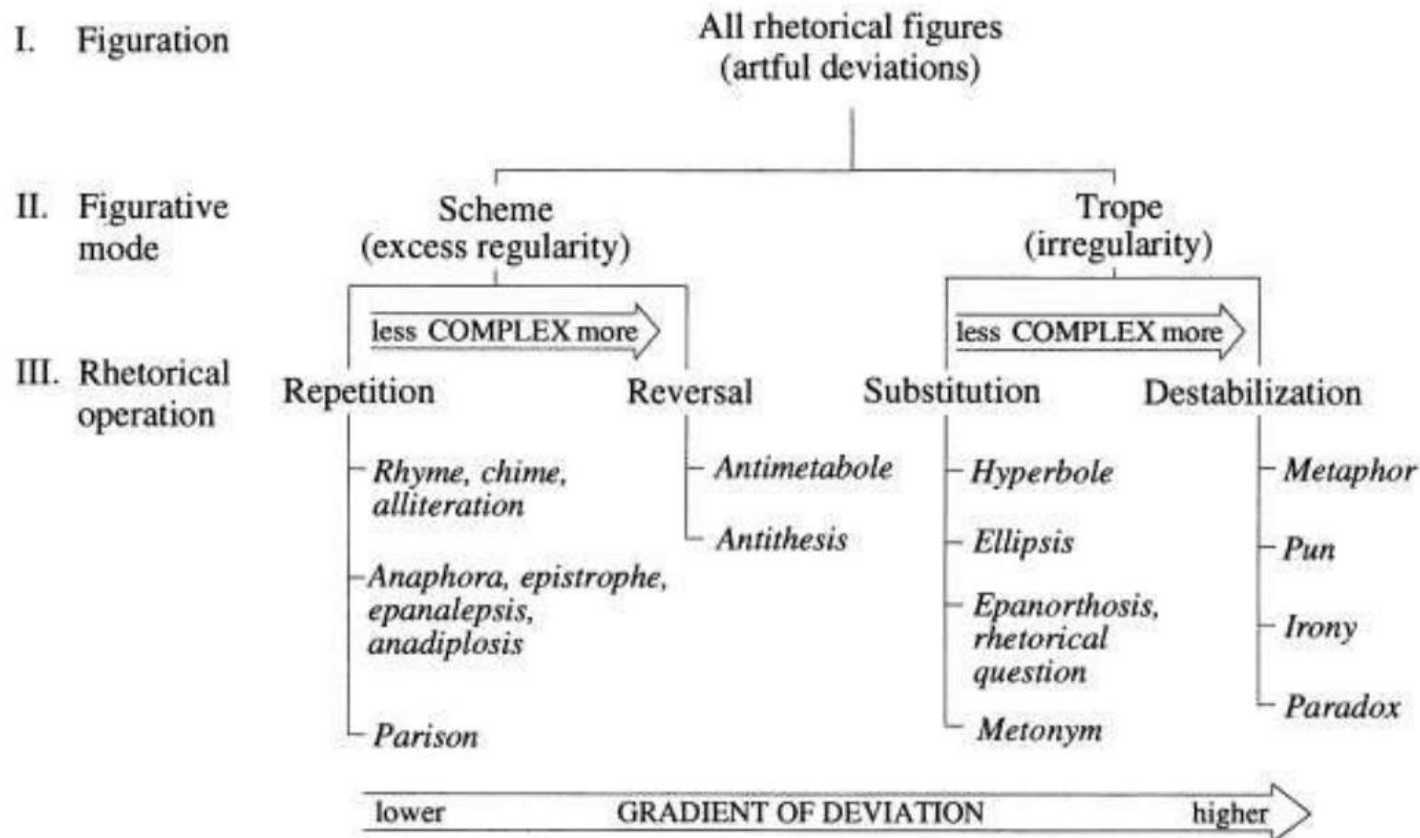
A new 4-speed automatic transmission with variable-assist power steering is also available. It not only makes driving simpler, but offers improved automatic fuel economy as well.*

The Accord Hatchback can improve your personal economy, too. Because in spite of all it has to offer, this hatchback is still our lowest priced Accord. Which is one more reason so many people find it so nice to come home to.

*For 4-speed automatic, 22.1 EPA estimated mpg, 24.0 actual highway. For manual transmission, 22.1 EPA estimated mpg, 24.0 actual highway. For comparison, see ratings for other cars. Actual mileage may vary according to vehicle speed and length of trip. And you can expect actual highway mileage to be less. California ratings will be lower.
© 1982 American Honda Motor Co., Inc.
HONDA

We make it simple.

Main rhetorical figures summary



Mcquarrie Mick 1996

Other advertising categories

Medium: Above and below the line advertising

Above The Line (ATL) advertising is where mass media is used to promote brands and reach out to the target consumers. These include **conventional media as we know it, television and radio advertising, print as well as internet**. This is communication that is targeted to a wider spread of audience, and is not specific to individual consumers. ATL advertising tries to reach out to the mass as consumer audience. Above the line is promotion that is **PAID FOR DIRECTLY**

Below the line (BTL) advertising is more one to one, and involves the distribution of pamphlets, handbills, stickers, promotions, brochures placed at point of sale, on the roads through banners and placards. It could also involve product demos and samplings at busy places like malls and market places or residential complexes. . BTL advertising might include email campaigns, telemarketing, etc with targeted groups of potential clients. It uses non media communication/non media advertising.

Above the line



la leggerezza
del mattino
è Oro Saiwa

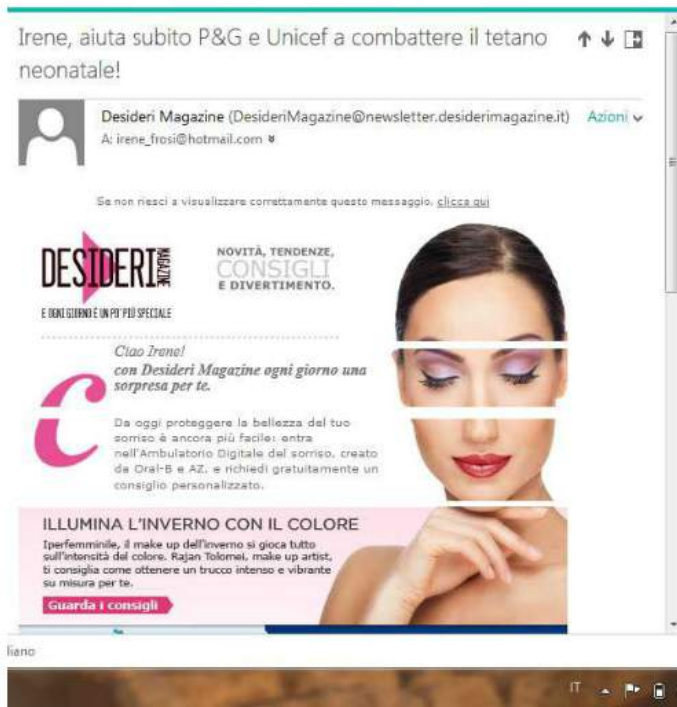
C'è un solo biscotto che, da più di quarant'anni, augura il buongiorno a milioni di italiani che hanno voglia di bontà e leggerezza. E' Oro Saiwa, da sempre così naturalmente buono da non aver bisogno dell'aggiunta di tanti grassi e zuccheri. Così buono e leggero da essere gradito anche dai bambini. E, per catturare tutto il profumo del biscotto appena sfornato, lo impacchettiamo ancora caldo.

Se al mattino avete voglia di leggerezza, perché ha il 30% di grassi in meno dei frollini* scegliete quella del biscotto più mangiato d'Italia: la leggerezza di Oro Saiwa.

ORO SAIWA
Dolci e leggeri
Impacchettati caldi

* valore rispetto alla media dei biscotti frollini

Below The Line



"Guarda i consigli" è una **Call to Action** a catch phrase that involves directly the reader.



Advertising categories/2

Product/non product advertising (Cfr. Lesson IV and Cook 2001: 7)

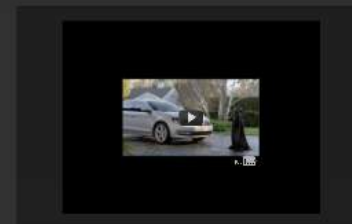
Hard sell vs **Soft sell** advertising

- Hard sell makes a direct appeal
- Soft sell relies more on mood than exhortation and the implication that life would be better with that product.



Reason vs **Tickle** (Bernstein 1974: 118)

- Reason advertisement are those which suggest a reason for purchase
- Tickle advertisements appeal to humor, emotion and mood



I think,
therefore
IBM.



Advertising categories/2

Product/non product advertising (Cfr. Lesson IV and Cook 2001: 7)

Hard sell vs **Soft sell** advertising

- Hard sell makes a direct appeal
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Reason vs **Tickle** (Bernstein 1974: 118)

Advertising categories/2

Product/non product advertising (Cfr. Lesson IV and Coo 2001: 7)

Hard sell vs **Soft sell** advertising

- Hard sell makes a direct appeal
- Soft sell relies more on mood than exhortation and the implication that life would be better with that product.

Reason vs **Tickle** (Bernstein 1974: 118)

- Reason advertisement are those which suggest a reason for purchase

Prova il gusto
della leggerezza con Granarolo!

Scopri
la linea light



GET COVERED.

Wellmark. 

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GET COVERED.
GET DONE.

Wellmark. 

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BUY YOUR HEALTH
INSURANCE NOW.

SHOP NOW

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DOLCE & GABBANA
light blue

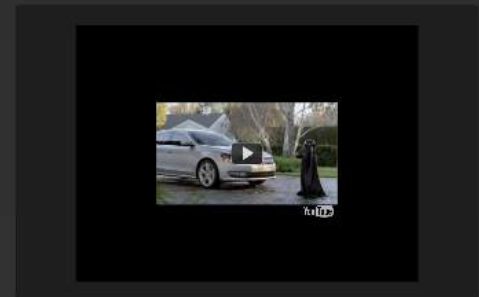


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Our driest diaper ever!*

Up to 12 hours of
leakage protection

Sesame Street®
graphics

Ultra-dry
thin core

Quilted softness
of Pampers® Swaddlers®

Extra-absorbent zones
for ultra protection

*Sizes 3 and 4.
©2012 P&G

™/©2012 Sesame Workshop





YouTube

Now it's your turn

- Reason or tickle?
- Hard sell or soft sell?
- Which rhetoric techniques are used and how?



Sempre più italiani
cucinano con
Burro Chiarificato Prealpi.
Vi chiedete perché?

BURRO
CHIARIFICATO

prealpi

Per ottenere il Burro Chiarificato Prealpi, abbiamo scelto i burri migliori e abbiamo tolto l'acqua, le proteine ed i carboidrati, che in cottura non servono. Ecco perché il Burro Chiarificato Prealpi è ottimo, non schizza, non brucia e soprattutto rende molto di più: ne basta il 20% in meno di un burro normale. E finito di cucinare, lo chiudi e resta protetto.

prealpi

Ottima scelta.

Calli&Duron
?

neo Verucid® gel!

*La goccia
a triplice
azione...*



*...per
rimuovere calli e duroni
in modo facile, rapido e
delicato*

3 COMPONENTI PER UN'AZIONE COMPLETA E SINERGICA

- 1** AZIONE CHERATOLITICA
ACIDO PIRUVICO
- 2** AZIONE AMMORBIDENTE-IDRATANTE
ACIDO LATTICO
- 3** AZIONE ISOLANTE E PROTETTIVA
GEL DI COLLODIO



IL PRODOTTO DA TENERE SEMPRE A PORTATA DI... PIEDI !!!

www.alphrema.it
info@alphrema.it
Tel. 02.96319001

Alphrema
LABOR SALUTI GENTIIUM

**25% of Australian
children don't eat a
proper breakfast.**



Over half a million Aussie children woke up this morning and had nothing to eat, or just had a drink, which has been shown to affect their performance at school.* Nutella is Australia's favourite hazelnut spread, and a great way to make sure your kids start their day with a wholesome choice for breakfast. Nutella as part of a balanced diet is a low GI food which helps provide long-lasting energy that keeps kids moving through their busy school day.



*ACT Nation Survey 2006. [†]Dr. David Bellizzi, National Children's Nutrition and Physical Activity Study, University of Sydney 2003. Visit www.nutella.com.au for more info.



SMOKING CAUSES PREMATURE AGEING
Lose the smoke, keep the fire this World No Tobacco Day, 31st May

