

Media And Advertising

To broadcast propaganda /ˌprɒpəˈgændə/ (v): tuyên truyền qua đài phát thanh/truyền hình

To send out a programme on television or radio that may be false or exaggerated in order to gain support for a political leader, a party etc

→ The media in North Korea **broadcast propaganda** every day about the dangers of war with South Korea and the USA.

Truyền thông của Bắc Triều Tiên tuyên truyền trên đài phát thanh và truyền hình hàng ngày về nguy cơ chiến tranh với Nam Triều Tiên và Hoa Kỳ.

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A leading article (n): bài xã luận

A piece of writing which deals with the most important news item of the day

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Editorial /ˌedɪˈtɔːriəl/ policy (n): chính sách biên tập

The policy of the newspaper, as decided by the person in charge of producing the newspaper

→ Web sites are at present an integral part of the **editorial policy**.

Các trang web hiện nay là một phần không thể thiếu của chính sách biên tập.

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Yellow journalism (n): báo lá cải

Is a type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers.

→ Techniques used in **yellow journalism** may include exaggerations of news events, scandal-mongering or sensationalism

Thủ đoạn hay sử dụng trong báo lá cải thường là nói quá về các sự kiện, scandal hay các tin giật gân.

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To carry a story (v): truyền tải câu chuyện

To include an item in a news report

→ The media nowadays **carries too many stories** about celebrities and trivia and not enough serious news.

Truyền thông ngày nay thường truyền tải quá nhiều câu chuyện về người nổi tiếng và không có đủ các tin tức quan trọng khác.

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News coverage (n): việc đưa tin tức

The reporting of news and sport in newspapers, tv, or radio.

→ The US presidential election received global **news coverage**, so that the whole world became interested in the outcome.

Cuộc bầu cử tổng thống Mỹ đã được đưa tin trên toàn cầu, cả thế giới đều mong chờ biết kết quả.

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To make front page headlines (v): xuất hiện trên trang nhất

To be an important item of news in the newspapers, on radio or TV

→ News of Jesse James' murder **makes front-page headlines** across the country.

Tin tức về vụ giết người của Jesse James xuất hiện trên các trang nhất trên khắp đất nước.

Breaking news (n): tin nóng

Newly received information about an event that is currently taking place

→ We interrupt this program with some **breaking news**.

Chúng tôi làm gián đoạn chương trình này với một số tin tức nóng hổi.

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Up to the minute: cập nhật từng phút

Having the latest information

→ Some users require **up-to-the-minute** information; others require daily, monthly or long term climatological data.

Một số người dùng yêu cầu thông tin cập nhật từng phút; những người khác yêu cầu dữ liệu khí hậu hàng ngày, hàng tháng hoặc dài hạn.

Stale /steɪl/ news (n): tin cũ

Information that is no longer interesting or new, because it has already been reported

→ Newspapers have now become only a source of **stale news**, which is a major reason why they have become less popular.

Báo chí hiện nay đã trở thành nguồn tin cũ, là nguyên nhân chủ yếu khiến chúng trở nên ít phổ biến hơn.

Falling circulation (n): lượng phát hành giảm

The decline in the number of copies of a newspaper sold each day

→ As a result of their falling circulation, newspapers are losing advertising revenue.

Do lượng phát hành giảm xuống, các tờ báo đang mất đi doanh thu từ việc quảng cáo.

Celebrity endorsement (n): sự tham gia của người nổi tiếng

A form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service

→ **Celebrity endorsement** by famous TV stars is commonly used by companies to encourage consumers to trust and buy their products.

Sự tham gia của những ngôi sao truyền hình nổi tiếng thường được các công ty sử dụng để khuyến khích người tiêu dùng tin và mua sản phẩm của họ.

To subscribe to a magazine (v): mua tạp chí dài hạn

To pay money regularly in order to receive a copy of a magazine

→ Those with a strong interest in a particular field sometimes prefer to **subscribe to a magazine** which has articles relating to that area.

Những người có nhiều hứng thú về 1 lĩnh vực cụ thể có thể đặt mua dài hạn cuốn tạp chí thuộc lĩnh vực đó.

The financial/business sections (n): lĩnh vực tài chính

The economic area relating to money or how money is managed

→ He makes it a rule to go over **the financial section** every time he reads the paper.

Anh ấy đưa ra quy tắc là phải xem lại phần tài chính mỗi khi đọc báo.

Online advertising (n): quảng cáo trực tuyến

Advertising a product or service on the internet

→ It is about the sustainability of the whole model of **online advertising**.

Đó là về tính bền vững của toàn bộ mô hình quảng cáo trực tuyến.

To slash the prices of products (v): giảm giá sốc

To reduce the price dramatically

→ Supermarkets, for example, always carry huge in-store advertisements when they **slash the prices of products**.

Các siêu thị luôn tiến hành các chương trình xúc tiến lớn tại chỗ khi họ giảm giá sốc các sản phẩm.

Wary of something (adj): thận trọng với cái gì

Not completely trusting or certain about something

→ Consumers must always be **wary of** the claims made in advertisements, because such claims are often exaggerated or untrue.

Người tiêu thụ phải luôn thận trọng với những tuyên bố trong các quảng cáo, vì những lời đó thường nói quá lên hoặc không đúng sự thật.

To promote their products (v): xúc tiến sản phẩm

To make products popular by advertising them

→ Most large enterprises contract specialist marketing companies to **promote their products**.

Đa số các doanh nghiệp lớn ký hợp đồng với những công ty chuyên về marketing để xúc tiến sản phẩm.

To buy goods impulsively (v): mua hàng một cách bốc đồng

To buy things suddenly without any planning and without considering the effects they may have

→ Advertising motivates consumers **to buy goods impulsively**.

Quảng cáo kích động người tiêu dùng mua hàng một cách bốc đồng.

To be swayed by advertisements (v): dễ bị giao động bởi quảng cáo

To be influenced to buy things as a result of advertising

→ If consumers were not **easily swayed by advertisements**, the advertising industry would not exist..

Nếu người tiêu dùng không dễ bị dao động bởi quảng cáo thì ngành công nghiệp quảng cáo đã không tồn tại.

Market research (n): nghiên cứu thị trường

The action of collecting information about what people buy

→ It emphasizes the importance of **market research** to identify the preferences of individual consumers.

Cần nhấn mạnh tầm quan trọng của nghiên cứu thị trường để xác định sở thích của từng người tiêu dùng.

A price war (n): cuộc chiến về giá

A situation in which companies or shops continually reduce their prices in order to attract customers away from their competitors

→ Advertising plays a key role in **price wars** between supermarkets.

Quảng cáo đóng vai trò quyết định trong cuộc chiến về giá giữa các siêu thị.

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To launch a product (v): phát hành sản phẩm

To introduce a new product

→ He is **launching a product** that he's known about already for a couple of years.

Anh ấy đang tung ra một sản phẩm mà anh ấy đã biết đến trong một vài năm.

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Target audience (n): khách hàng mục tiêu

Consumers whom businesses aim at when selling their products

→ The main **target audience** for these booklets are policy-makers and programme managers on rural development.

Đối tượng mục tiêu chính của các tập sách này là các nhà hoạch định chính sách và quản lý chương trình về phát triển nông thôn.

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Brand awareness/ recognition (n): nhận diện thương hiệu

The action of bringing the name of a company to the attention of the public

→ Our cooperation will help increase **brand awareness** when buying and installing products for electrical installation.

Sự hợp tác của chúng tôi sẽ giúp tăng độ nhận biết thương hiệu khi mua và lắp đặt các sản phẩm về lắp đặt điện.

Prime time television (n): giờ vàng

The hours during which most people are watching TV

→ Although advertising on **prime time television** is expensive, it is guaranteed to reach a large audience.

Dù quảng cáo vào giờ vàng rất đắt, nhưng lại đảm bảo tiếp cận được số người xem rất đông.

The electronic media (n): truyền thông điện tử

Broadcast media which use electronic technology, such as the internet, television, radio, DVDs etc

→ In contrast to print media, **the electronic media** are growing in popularity, especially among the youth.

Trái ngược với truyền thông giấy, truyền thông điện tử đang ngày càng phổ biến, đặc biệt với giới trẻ.

To impose regulations on (v): đặt quy định cho cái gì

To control something by means of rules

→ Governments must **impose regulations on** the advertising industry in order to protect consumers.

Chính phủ cần đặt quy định cho ngành quảng cáo để bảo vệ người tiêu dùng.

Commercial advertising (n): quảng cáo thương mại

Advertising on the radio or television, between or during programmes

→ It bans **commercial advertising** on government web sites and in government publications.

Cấm quảng cáo thương mại trên các trang web của chính phủ và trên các ấn phẩm của chính phủ.

Telemarketing (n): tiếp thị qua điện thoại

A method of selling things or taking orders for sales by telephone

→ A lot of organizations are turning to **telemarketers**.

Nhiều tổ chức đang chuyển sang tiếp thị qua điện thoại.

Exercise: Fill in the blanks with the appropriate vocabulary words:

1. In an era dominated by clickbait and sensationalism, _____ has become a pervasive concern, with headlines often prioritizing shock value over factual reporting.
2. The _____ of our newspaper emphasizes unbiased reporting and ethical journalism, steering clear of sensationalism to provide our readers with reliable information.
3. Journalists strive to _____ effectively, ensuring that the essence of the story is conveyed to the readers in a compelling manner.
4. Our commitment to comprehensive _____ extends beyond traditional print media, encompassing digital platforms to reach a wider audience.
5. The allure of _____ often dictates editorial decisions, as stories with sensational angles are more likely to capture the reader's attention and _____.
6. In the age of 24/7 news cycles, staying _____ is crucial for news organizations to remain competitive and relevant.
7. Unlike _____, which loses its appeal quickly, _____ provides our readers with the latest and most relevant information.
8. The newspaper industry is grappling with _____, reflecting a shift in readership preferences towards online sources.
9. Marketers are increasingly relying on _____ to reach their target audience, recognizing the prevalence of digital platforms in today's media landscape.
10. Companies often employ _____ as a marketing strategy, leveraging the popularity of well-known personalities to enhance their brand image.
11. Consumers, however, are becoming more _____ marketing tactics, recognizing the need to scrutinize information before making purchasing decisions.

12. Some publications choose to _____ by offering attractive deals and discounts to attract new subscribers.
13. _____ play a crucial role in providing readers with insights into the ever-changing world of finance and business.
14. With the rise of e-commerce, there's a growing trend of _____ during online shopping, driven by persuasive advertising strategies.
15. To combat _____, magazines often explore innovative ways to engage their audience, recognizing the importance of adapting to evolving media landscapes.
16. Companies invest heavily in _____ to understand consumer preferences and behaviors, enabling them to tailor their marketing strategies more effectively.
17. A successful advertising campaign can influence the _____, ensuring that the message reaches the specific demographic that the product is designed for.
18. In an effort to gain a competitive edge, companies may engage in _____, reducing prices to attract more customers.
19. To maximize exposure, businesses often choose to _____ during _____, reaching a broad audience during peak viewing hours.
20. The art of persuasion is evident in the world of _____, where skilled marketers use various techniques to convince consumers to make unplanned purchases.
21. _____ is a common marketing technique that involves direct communication with potential customers via phone calls, aiming to promote products or services.
22. Companies meticulously plan the timing and execution of their campaigns to ensure they capture the attention of the _____.

Other vocabulary

- **low-budget marketing ideas:** các ý tưởng tiếp thị ngân sách thấp
- **to publish great content:** xuất bản nội dung tuyệt vời
- **to create instructional videos:** tạo các video hướng dẫn
- **to be out of your budget:** nằm ngoài ngân sách của bạn
- **to attract new customers:** thu hút khách hàng mới
- **to grow word of mouth referrals:** phát triển các mạng lưới giới thiệu truyền miệng
- **to get traffic to a web page:** có được lưu lượng truy cập vào một trang web
- **pay-per-click ads:** quảng cáo trả phí cho mỗi lần người dùng nhấp chuột vào link quảng cáo
- **to increase brand awareness:** tăng nhận thức về thương hiệu
- **advertising campaigns:** các chiến dịch quảng cáo
- **newly-launched products:** các sản phẩm mới ra mắt
- **to set a specific budget over time:** để đặt ngân sách cụ thể theo thời gian
- **to stay up to date with ...:** cập nhật ...
- **to test a campaign:** kiểm tra một chiến dịch (xem nó chạy tốt hay không)
- **television commercials:** Quảng cáo truyền hình
- **to track the success of your ad:** theo dõi sự thành công của quảng cáo của bạn
- **a click-through rate:** tỷ lệ nhấp chuột (vào link quảng cáo của bạn)
- **to be targeted at the right customer:** nhắm đúng khách hàng
- **to reach large numbers of ...:** tiếp một số lượng lớn ...
- **a powerful advertising tool:** một công cụ quảng cáo quyền lực
- **to reach ... within seconds:** tiếp cận ... trong vòng vài giây
- **to be placed at the side of the screen:** được đặt ở góc màn hình
- **a traditional method of advertising:** một phương pháp quảng cáo truyền thống
- **to design eye-catching adverts:** thiết kế quảng cáo bắt mắt
- **outdated information:** thông tin lỗi thời
- **to promote temporary sales:** thúc đẩy doanh số tạm thời
- **to inform past customers of promotions:** thông báo cho khách hàng trước đây về các chương trình khuyến mãi

- **to bring new and returning customers:** mang lại khách hàng mới và khách hàng cũ
- **to be carefully researched and planned:** được nghiên cứu và lên kế hoạch kỹ lưỡng

SPEAKING QUESTIONS

PART 1

STYLE QUESTIONS TOPIC MEDIA AND ADVERTISING

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1. Are you a social person?

Very much so! I feel that I thrive on (survive) social interactions. I like a small amount of time to myself each day, but I feel most charged when I spend time with others. I prefer to spend my free time with friends or family rather than being in my room reading a book, for instance.

2. Do you use social networking sites?

Yes, social networking websites have become part of my everyday life. My favorite one is Facebook, one of the most popular websites in the world, with millions of users in different countries.

3. What kind of people do you like to be friends with on those websites?

All kinds! I am friends with a wide range of people from my school years, family members, and friends I've recently met. Actually, I'm even friends with people who I've never even met before.

4. Do you like to use Facebook?

Yes, I love it! This social networking website allows me to keep in contact with my friends and find people you've lost touch with.

5. How did you first find out about Facebook?

As far as I remember, one of my friends sent me an email inviting me to join Facebook. I signed up and I've been using it ever since.

6. Will you use these sites more in the future?

Well, I'm trying to refrain myself from these sites, as I find myself quite addicted to entertaining contents on Facebook, Instagram, Whatsapp, etc and squandering too

much time on them. So I'd say I'm about to make a change and make less use of such online networking platforms.

7. Which social media websites do you use?

Well, a lot. I am active in many different platforms like Facebook, YouTube or Instagram. I mainly use these sites to keep in touch with others and stay updated on what is going on in the world.

8. How much time do you spend on social media sites?

I don't think I can tell exactly but I have to say, I use them quite a lot. Of course, this depends on how many tasks I have to finish that day. But I mean whenever I am free from work or study, I would definitely go online and surf Facebook or YouTube.

9. What kind of information about yourself have you put on social media?

Mostly photos of me and my friends. I think there is nothing to do with privacy if I post those pictures online. They're beautiful memories and I want to use social media sites as a place to store and share those moments with others.

10. Is there anything you don't like about social media?

I would say it is really time-consuming. I know social media is supposed to be fun only, but the fact is I am wasting my precious time using such sites. And if I cannot manage my time well, my study and work may be badly affected too.

PART 2

DESCRIBE A GOOD ADVERTISEMENT THAT YOU THINK IS USEFUL

CUE CARD

You should say:

Where you can see it

What it shows

Why you think it is useful

And explain how you feel about it

SAMPLE ANSWER

I would like to talk about a Spanish billboard ad which I saw online. It is a super creative public service advertisement with the theme of domestic violence and child abuse. The real ad is on the streets in Spain and has already been seen by millions of people.

This advertisement is original and fantastic. The designer takes advantage of the differences in heights to show two different views.

When the ad is looked from an upper view, like from any adults' perspectives, people can only see a very neat-looking boy and think it is simply a normal billboard manner.

But the lower view is totally different. For kids who are under certain height, such as 1.3 meters, what they are able to see is the same boy, however, with a lot of bruises and even blood on the lower lip.

On top of the image, there is a line saying that if you are undergoing any violent situation, please call the number and we will reach out for you immediately.

I was so touched when I first saw the ad. The special effects absolutely blew me away.

But it is the care and love shown to the kids that makes the ad so special.

The ad is useful not only because it teaches us adults a good lesson and pay attention to the issues but also conveys a very explicit piece of information to the kids and helps them to seek for help.

Sometimes the violence committers are just nearby and for situations like these, the kids can find a way to escape.

PART 3

- 1. What do you think of online advertising?**
- 2. Why do buying new things make people happy?**
- 3. Should advertising aim at kids be prohibited?**
- 4. How do advertisements influence children?**

WRITING

1.

The majority of news being reported is bad news such as wars, famines, accidents and crime.

Why do you think that is?

Do you think the news should be a balance of both good and bad news?

With the development of online media, there is no future for the radio.

To what extent do you agree? (2016, 2017, 2018, 2020)

2.

Some people think that cinemas will one day close due to the popularity of online streaming services for films and series.

Do you agree or disagree? (2023)

3.

Companies spend millions each year on advertising online, in magazines and on billboards. These adverts can encourage people to buy goods that they do not really need.

What are the positive and negative affects of consumerism?

4.

Some people prefer to watch foreign films rather than locally produced films.

Why is this?

Do you think the government should spend more money supporting the local film industry? (2015, 2017, 2020, 2022)

5.

Some people think that foreign films have a negative impact on local culture.

To what extent do you agree or disagree? (2020)

6.

Films that are based on historical events ought to be completely accurate.

Do you agree? (2019, 2021, 2023)

7.

Many people think that fast food companies should not be allowed to advertise, while others believe that all companies should have the right to advertise.

What is your opinion?

8.