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“Advertising” Monologue

“Creativity without strategy is called art. Creativity with strategy is called advertising.” (Jeff Richards). Without a doubt, I can agree with this statement. Many brands do not think about the need for a quality advertising campaign, they just don’t want to stretch the budget for it. The paradox is that these companies then lose even more money. But this can be avoided by following a few rules.

Good advertising should certainly have a number of subtleties that affect the consumer’s attitude to the product. Firstly, advertising should have its own chip, for example, attention-grabbing memorable slogan or eye-catching recognizable logo. Secondly, it should not annoy the consumer. It is better to refrain from irritating music and use something calm and melodic. For example, a “Megaphone” advertisement with the horrific catchy but irritating jingle was recently popular, because of which I wanted to quickly turn off the TV. It is obvious that there will be no desire to use the products of this company.

Of course, the advertising methods that I mentioned earlier have a place to be, this is a matter of taste, but there are things that need special attention, for example, image manipulation used in the cosmetic industry in which it becomes an ordinariness. I think this is not always correct, because it is misleading to consumers. Obviously, companies resort to this if they can’t attract the attention of consumers with the true effect of their products. Therefore, you should be attentive to organizations that use such methods. Especially if you have children on whom such advertising has the greatest impact. Teens see these perfect retouch pictures and start to hate themselves. But not only this way of advertising can affect children.

Nowadays, there are many different apps on our devices for children, which certainly help children to develop faster and make life easier for their parents. On the other hand, there are a lot of pop-up advertisement in these games, which attracted my attention. The effect of advertising on children is often frightening. When I look at my niece, I am convinced of this more and more. As soon as my brother bought her an iPad, the child’s requests have increased dramatically, but this is not the worst. In these apps, they actively advertise scary games such as bloody shooters. In my opinion, the governmental control on advertising aimed at children should be imposed. Strict restrictions on advertising in children's games are required.

If I were an entrepreneur, I would “plug” a product using the latest technologies, such as drones. they would certainly attract attention. In fact, this is the first condition for successful advertising.

In conclusion, I want to say that you should be very careful when creating advertising, it must have a persuasive message, be modern, creative, and also adapted to all ages, in order to avoid negative impact on children.

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| VOCABULARY | ADVANCE VOCABULARY | LINKING WORDS | GRAMMAR CONSTRUCTIONS |
| * Advertising campaign * Advertising * Eye-catching recognizable logo. * Irritating * Advertisement * Slogan * Catchy but irritating jingle * TV * Misleading * Image manipulation * Have a persuasive message * Governmental control on advertising aimed at children * Pop-up advertisement * Creative * Retouch * Attention-grabbing * “Plug” a product | * Stretch the budget for it * Ordinariness | * Firstly * Secondly * For example * Of course * Obviously * Therefore * Nowadays * In my opinion * In conclusion * Without a doubt * On the other hand * In fact | * Second Conditional (If I were, I would) * Passive voice (imposed) * There is/there are (there are) * Modal verbs (must) * Comparison (worst) |