


[illegible]





❖ Advertisement - any public notice, as a printed display in a newspaper, short film on television, announcement on radio, etc., designed to sell goods, publicize an event, etc.

❖ Advertising- the industry that produces advertisements to be shown on television, printed in newspapers, magazines etc.

# Advertising timeline

## Advertising: A Timeline

The Egyptians invent **outdoor advertising**, carving public notices in steel.

2000 BC





# Advertising timeline

1661



The **first product branding** is developed, for Dentifrice Tooth Gel.

1776

At the dawn of the American Revolution, political ads appeared **encouraging enlistment.**



1957

The birth of the **longest-running TV ad jingle** occurs with Mr. Clean, which is still used today.



1963

David Ogilvy ushers in the **modern advertising age** with this quote: "The consumer isn't a moron; she is your wife."



1970

The **birth of the infomercial** takes place, selling homes in San Diego.





1980



Calvin Klein sparks **controversy** with a sexy ad featuring 15-year-old Brooke Shields saying, "Want to know what gets between me and my Calvins? Nothing."

1981

The network **MTV** launches, advertising music artists 24/7; consumers tune in for advertising message instead of a by-product.



2002



The **most expensive ad campaign** is purchased by Pepsi. The 90-second Britney Spears commercial costs \$7.53 million.

2006

YouTube launches as we see the birth of video advertising, including **in-video ads**, **participatory video ads**, **pre-roll ads**, and more.



2006



**Twitter's** real-time, global community makes viral marketing/advertising fast and free.



2007

**Facebook** introduces the concept of behavior-based advertising by specifically targeting users' **social interactions**.



2008



**In-text advertising** appears, matching double-underlined keywords within sites' content to relevant ad bubbles.

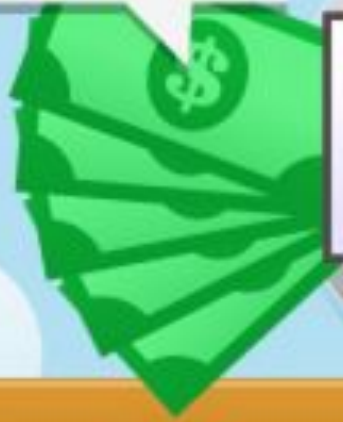
**Viral advertising overtakes traditional modes** as an ad campaign with the **Old Spice Guy** receives 30 million views the most successful of the year.

2010





2011



Online advertising becomes a clear **No. 2 in terms of budget priority** for advertising worldwide, typically at the expense of print and radio.



## Forms of advertising

TV/Radio





# Forms of advertising

```
graph TD; A((Forms of advertising)) --> B[Online]; A --> C[TV/Radio];
```

Online

TV/Radio





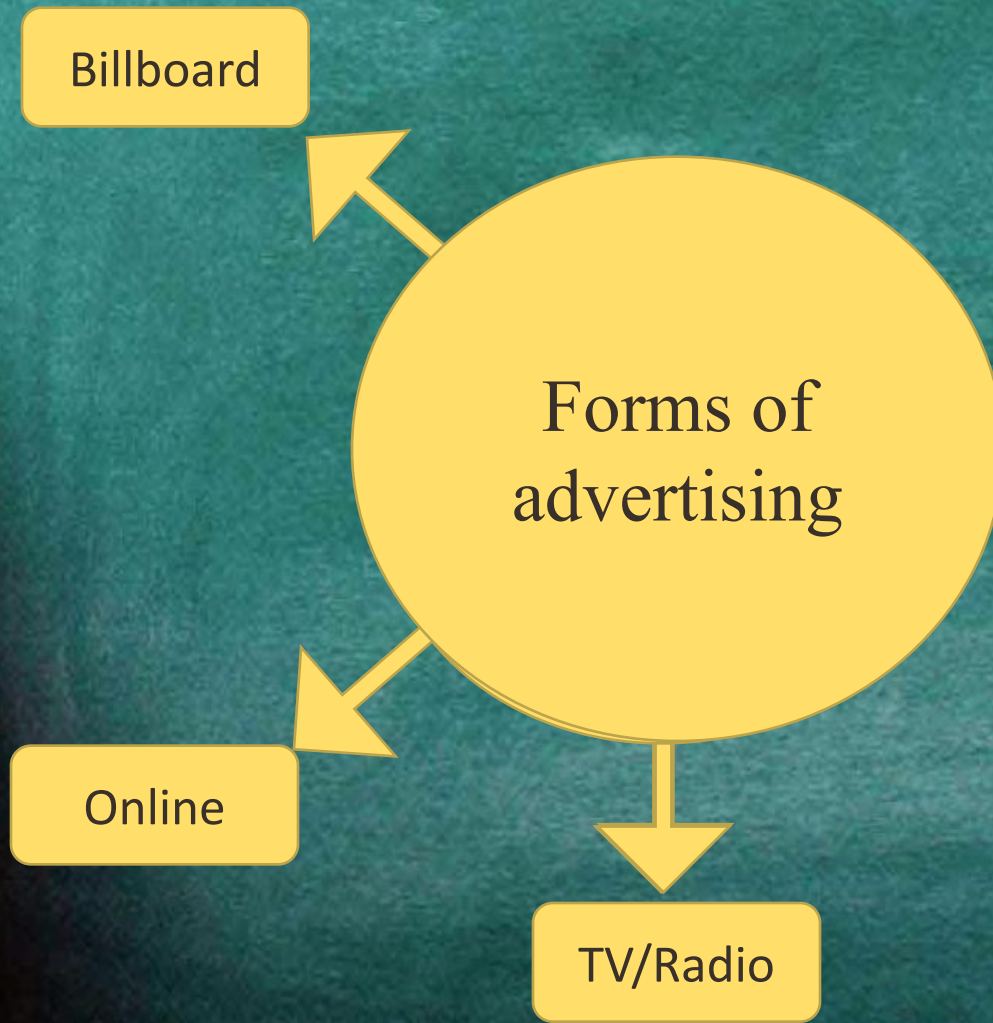
media research  
new media advertisers  
sites search sales users web content money mobile tablets  
demographics pay viral marketing

# ONLINE ADVERTISING

privacy website click specific  
effective email client cost per social  
cookies engage profile banner use  
targeting affiliate behavior



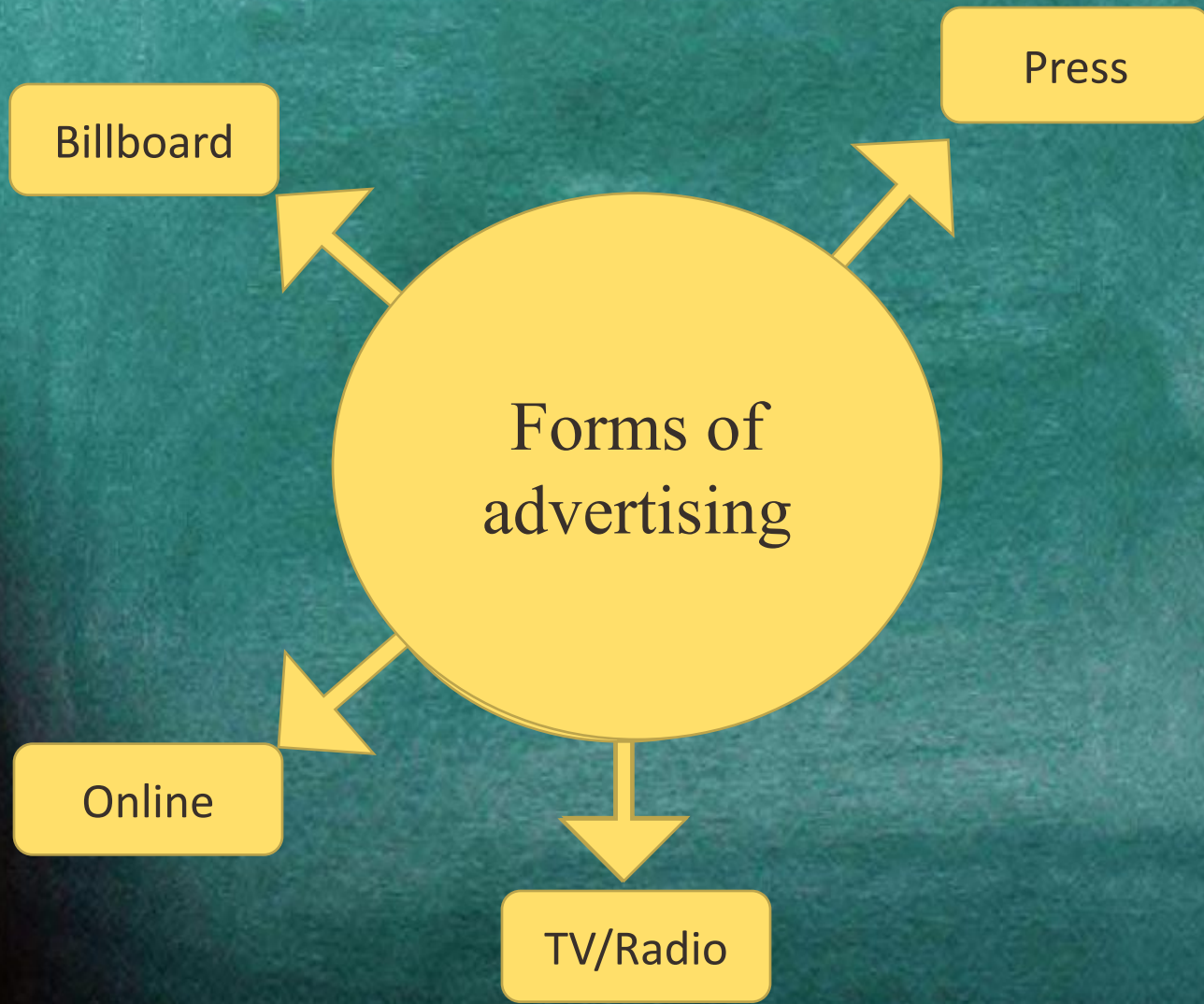
















A collage of newspaper clippings and a car advertisement. The car is a silver minivan with its side door open. The clippings include headlines about energy prices, tourism, and a car accident. The car is a silver minivan with its side door open. The clippings include headlines about energy prices, tourism, and a car accident.

**Toronto largely spared energy price hike**

**Tourism group looks to attract U.S. visitors**

**Accused threatened to kill me, victim's brother tells court**

**City to add four times more defibrillators**

**Room for your life and everything in it.**



A collage of newspaper front pages. The top row includes 'Daily Mirror', 'Daily Star', and 'The Guardian'. Below these are more copies of 'Daily Mirror', 'Daily Star', and 'The Guardian', along with 'The New York Times', 'Glamour', 'InStyle', and 'Teen'. The covers feature prominent images of celebrities and models, with headlines like 'The price of a washout summer' and 'Will savings ever be safe?'. Other visible titles include 'The New York Times', 'Glamour', 'InStyle', and 'Teen'.

**Daily Mirror**

**Daily Star**

**The Guardian**

**The price of a washout summer**

**Will savings ever be safe?**

**Robert Winston**

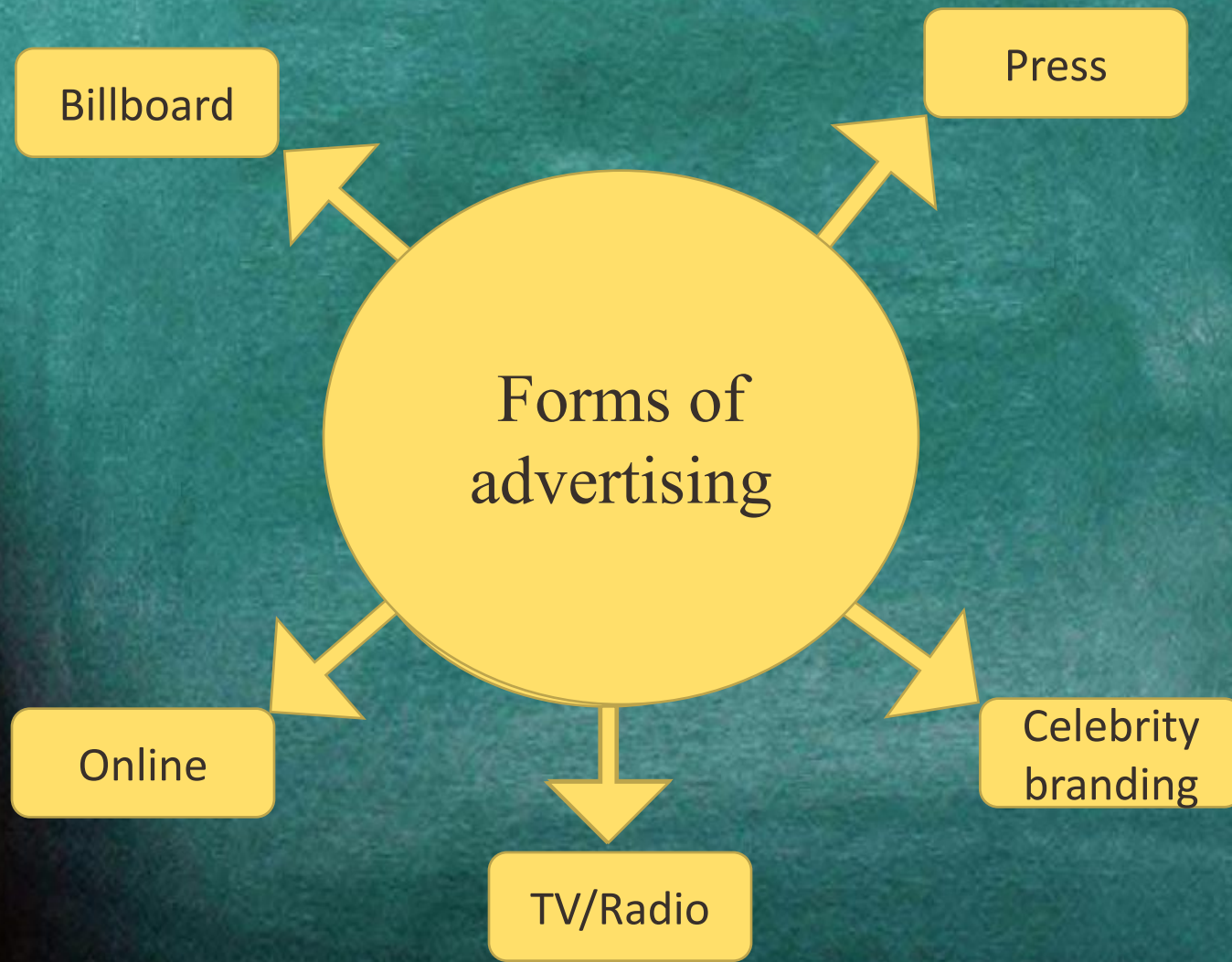
**Polly Toynbee**

**Richard Lambert**

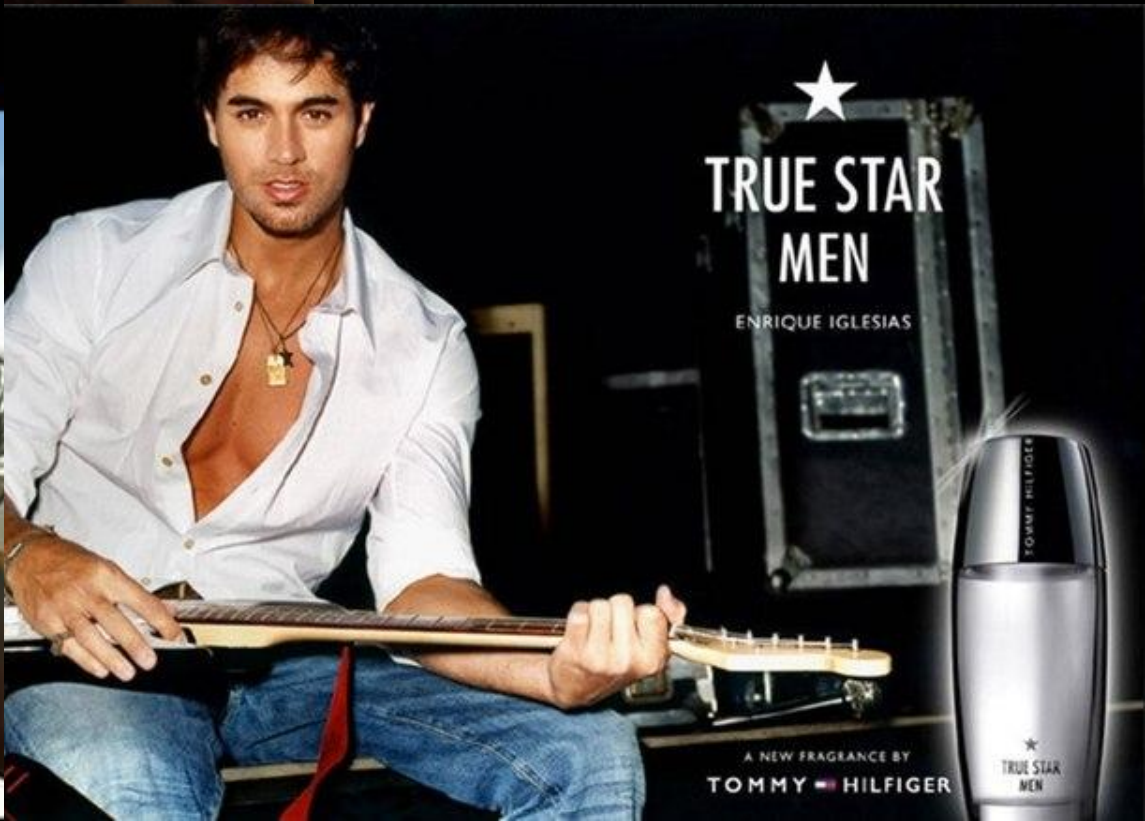
**The Guardian**

**Blair approves**

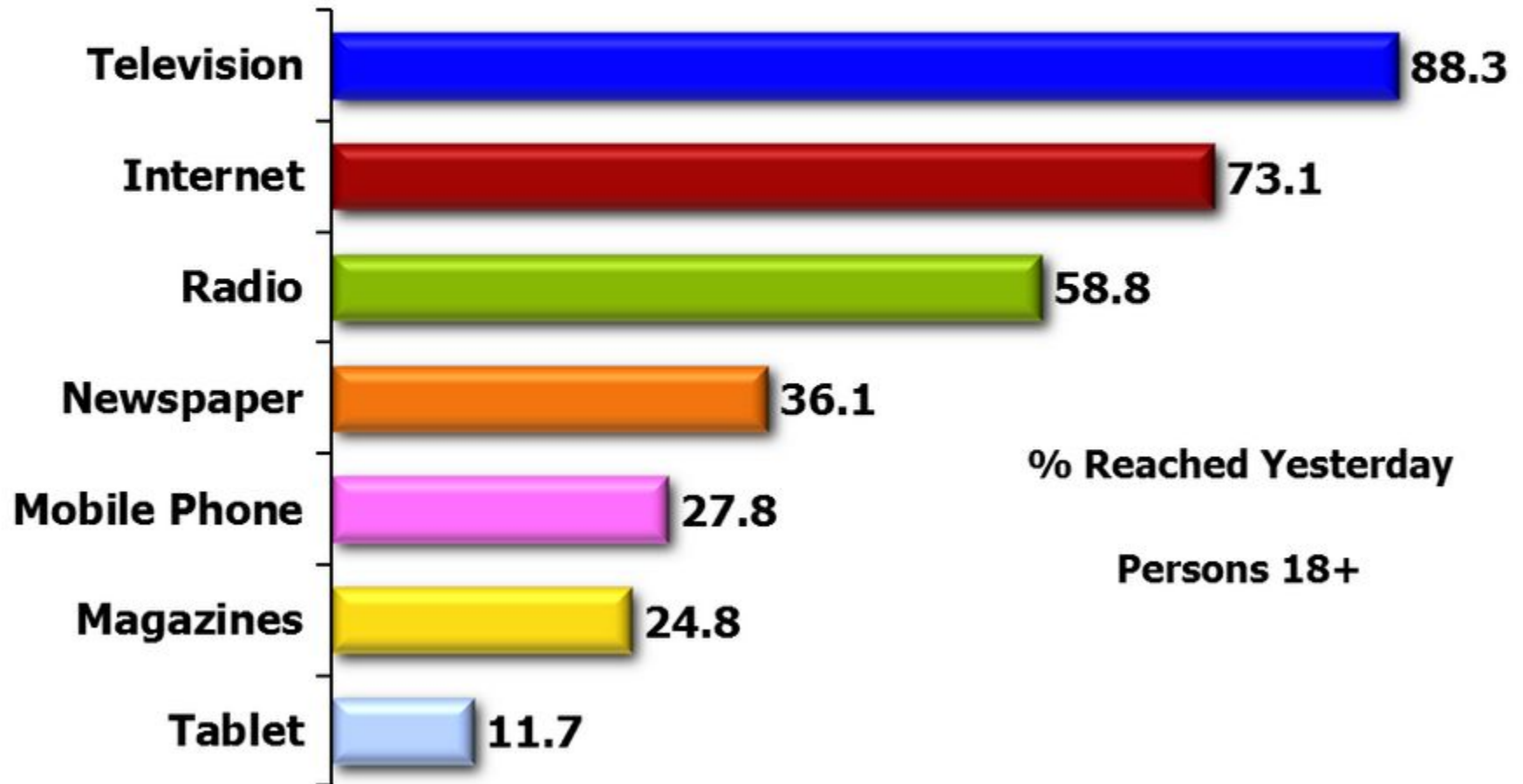








# Television Reaches More People Each Day than Any Other Medium





## **Two approaches of translating**



```
graph TD; A[Two approaches of translating] --> B[Global Standardization]; A --> C[Local Adaptation]
```

**Global  
Standardization**

**Local Adaptation**

# *Standardization versus Adaptation*

## ✚ Globalization (standardization)

- ✚ Developing standardized products marketed worldwide with a standardized marketing mix
- ✚ Essence of mass marketing

## ✚ Global localization (adaptation)

- ✚ Mixing standardization and customization in a way that minimizes costs while maximizing satisfaction
- ✚ Essence of segmentation
- ✚ Think globally, act locally



English

Russian

Analytical

Synthetic

Semantic  
Equivalent

**“She’s born with it, Maybe it’s “Maybelline””.**

**«Все в восторге от тебя, а ты – от  
«Мэйбеллин»».**

**Call to action**



**Using the verb**

**Apple**

“Think different”.

«Думай иначе».

**NESCAFE**

“Awaken your  
senses”.

«Пробуди свои  
чувства».



**Product**



**Slogan**

**M&M`s**

“Melt in your mouth, not in your hands”

«Таает во рту, а не в жару»

**Kit Kat**

“Have a break...Have a Kit Kat”

«Есть перерыв... Есть Kit Kat»

**Metaphor,  
epithet, allusion,  
antithesis**



**To convey a  
linguistic  
framework**

**Equivalent  
variant**

**CITIBANK**

“Smart money knows where to go”.

«Умные деньги знают, куда пойти».

**Duracell**

“No battery is stronger longer”.

«Ни одна батарея не работает  
дольше».



**Semantic  
development  
and  
transformation**



**Add  
lexicological and  
phraseological  
means**

**Wella**

“Hair comes alive in our”.

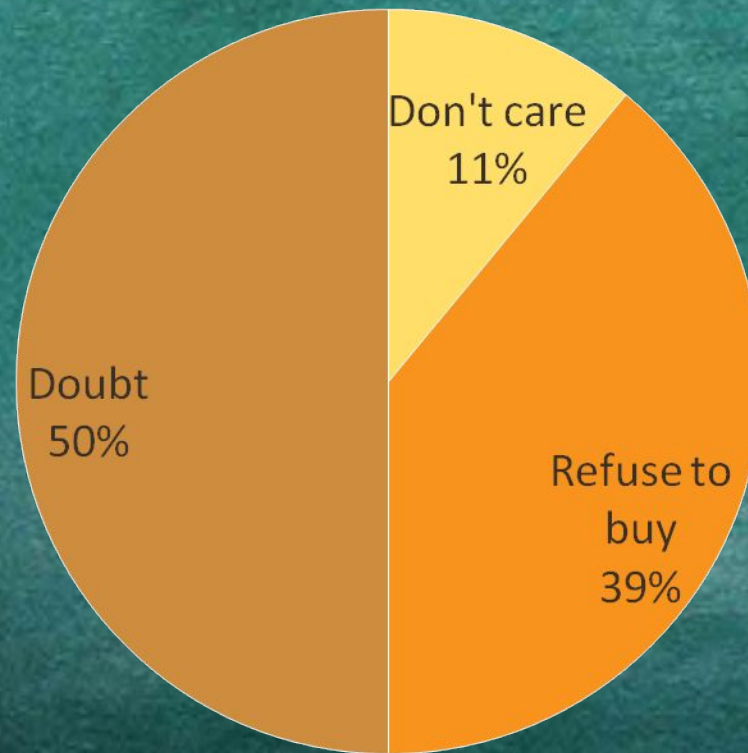
«Искусство пробуждать красоту волос».

**Ariel**

“The colours bright and fresh”.

«Цвета яркие и сочные».

# What are you doing when see a bad advert

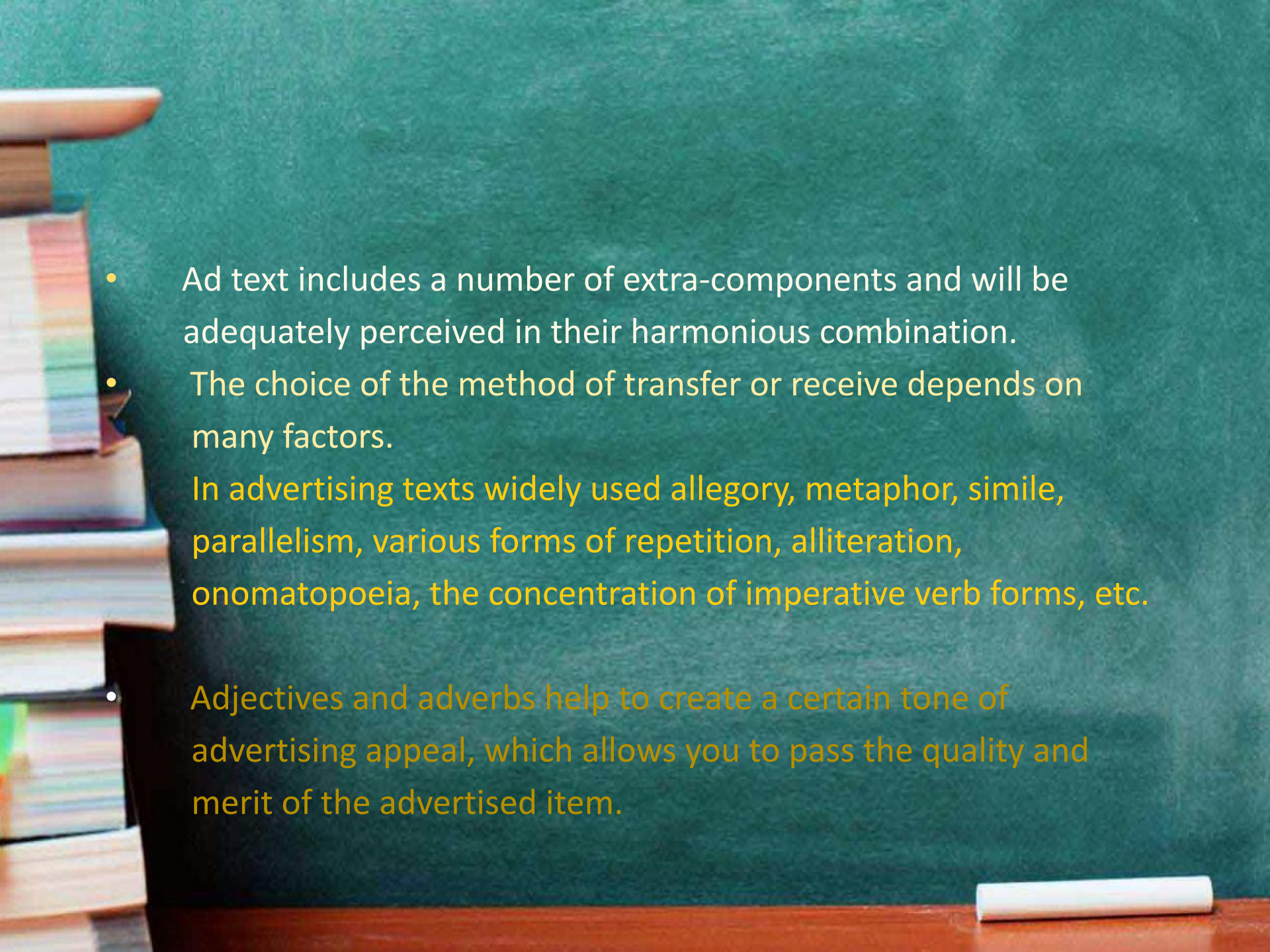




Years ago when the adventures of TWIX unveiled their bar, the tension between them reached a breaking point literally, so they divided the production between two separate factories, each factory took up a vastly different approach.	Давным-давно, создатели Твикс, разорвали отношения, буквально поделив батончик на две палочки! Поэтому было принято решение разделить производства. Каждый восхищался своим творением, а постройку бывшего партнёра считал заурядной!	Addition, transliteration, modulation, syntactical assimilation, antonymous translation.
LEFT TWIX flow with caramel on cookie.	На левую палочку Твикс-карамель лилась волнами.	Analogue, descriptive translation, transliteration
While RIGHT TWIX cascaded caramel on cookie, LEFT TWIX bathed in chocolate, while RIGHT TWIX cloaked in Chocolate.	А на правую – струилась! На левую палочку шоколад наливался вертикально, а на правую сверху – вниз!	Analogue, descriptive translation, transliteration
Both bars as different as the vastly distinct men who invented them.	Абсолютно разные создатели, совершенно разные фабрики – и такие разные палочки!	Addition, descriptive translation
To this day sharing nothing but a wrapper and an ill designed driveway.	Ничего общего кроме обертки и узких ворот!	Analogue, descriptive translation
Try both and pick a side.	Попробуй обе и реши: на чьей стороне ты.	“Semantic equivalent”

<p>Торговая марка “Фрэнк Лайман” успешно продается в Европе, США, Канаде, ЮАР, Австралии, Новой Зеландии, странах Ближнего Востока, России, странах СНГ и др.</p>	<p>The Frank Lyman design trademark successfully is on sale in Europe, the USA, and Canada. The Republic of South Africa, Australia, New Zealand, the countries of the Middle East, Russia, CIS countries, etc.</p>	<p>Transliteration, analogue, syntactical assimilation.</p>
<p>Женщина в одежде от “Фрэнк Лайман” уверена в себе, немного бунтарь и хочет быть неповторимой.</p>	<p>The woman wearing Frank Lyman design is sure of herself, a little bit rebel and wants to be unique.</p>	<p>Transliteration, analogue, syntactical assimilation.</p>
<p>Она очаровательна, соблазнительна и привлекательна.</p>	<p>She is charming and audacious.</p>	<p>Syntactical assimilation</p>



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- Ad text includes a number of extra-components and will be adequately perceived in their harmonious combination.
  - The choice of the method of transfer or receive depends on many factors.

In advertising texts widely used allegory, metaphor, simile, parallelism, various forms of repetition, alliteration, onomatopoeia, the concentration of imperative verb forms, etc.

- Adjectives and adverbs help to create a certain tone of advertising appeal, which allows you to pass the quality and merit of the advertised item.