



ADVERTISING

Glossary

advertising	to arrest	to get money
to impose	to play	to persuade
to keep	to turn	to survive
to create	to eliminate	to look for
to use	to move	to move goods
to cut	to advertise	to aim
to identify	to design	to target
to watch	to invest	to win over
a clear positioning	a categorical opinion	the movies
buses	sportsman jerseys	fears
vanity	greed	the wheel of the economy
television channels	the illusion	personal fault
the advertiser	a brand of toothpaste	the umpteenth time
a proof	ads	well-defined
target audience	tastes	desires
commercial	novelty	excitement
to crave	to feed	to brainwash
human intelligence	away	long enough
at least	further	omnipresent
fake	absolutely unbearable	successful
no wonder		

And now a dialogue between Wentworth and Sarah...

Wentworth: Sarah, what is your opinion about advertising?

Sarah: For me, advertising is this science of arresting human intelligence long enough to get money from it.

Wentworth: At least that's a clear position. Could you go further and explain to us why you have such a categorical opinion?

Sarah: Of course. Advertising is omnipresent; it is imposed on us. For example, on television, on the radio, at the movies, in magazines, on buses, on sportsmen's jerseys, and now on internet, it plays on our fears, our vanity, our greed, to persuade us into buying things we don't need.

Wentworth: I agree, but advertising keeps the wheel of the economy turning. Without it, a lot of radios, magazines, or television channels could not survive.

Sarah: I know. But advertising is fake. It creates the illusion that every personal fault can be eliminated and the advertiser looks for such things at sea, sex and sun, that move people and



HYPNO**LANGUE**
Learn english faster & easier

uses them to move goods. On top of that, it's absolutely unbearable when they cut the film on television to advertise a brand of toothpaste for the umpteenth time.

Wentworth: This is proof it does work; you remember it. The most successful ads are those aimed at well-defined target audiences, whose tastes, fears and desires have been clearly identified.

Sarah: Yes. And what do you think of ads which are designed to target young people? Each US child watches 30,000 television commercials a year. No wonder companies invest millions of dollars to win them over.

Wentworth: But human beings crave novelty and excitement. Advertising exists to feed that desire.

Sarah: I think it's just a way to brainwash people into buying.