

Try to think what kind of things do they advertise for?

(1) We work weekends.

(2) A world of comfort.

(3) You are better off under the Umbrella.

(4) Big thrills, small bills.

Advertisements

Sharp

Unlocks the inspiration in you

Count on AQUOS for a whole new viewing experience.

Once upon a time, a slim, lightweight large-screen color TV was only a dream. Now Sharp made the dream come true with its AQUOS LCD (liquid crystal display). User-friendly. Environment-friendly.

Paving the way to greater success.

DEMOCRATIC SHARP

Introduction to advertisements

I. Definition of advertisement

Definition:

Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.

Introduction to advertisements

There are **three categories of ads**:

print ads, broadcast ads and direct ads.

Print ads: two groups

Commercial ads are the ones with attractive type-setting and usually with huge pictures.

Classified ads can be of various kinds: wanted, sales, service, even spouse and marriage.

Introduction to advertisements

two ways of writing commercial ads:

One is to go to the point directly

The other is to introduce the advantages of the products in a roundabout way

Introduction to advertisements

III. Structure of advertisements (See above advertisement)

(1) **Headline**

(2) **Body text**

(3) **Bottom Line**

Format and Patterns

Title (Headline)---Most important part. It should be attractive , and sometimes, a nice surprise.

Eg. Whirlpool announces the end of the noisy dishwasher.

(Whirlpool 洗碗机广告)

“I was in love with a girl named Cathy. I killed her”

(一则劝告人们不要酒后驾车的广告)

Format and Patterns

Main Body---introduction of the products. It should include all the good points of the products

a) declarative style

b) narrative style

c) Descriptive style

If you need to ferry a lot of kids and cargo, you should know about the 2WD and 4 WD Isuzu Rodeos. You see, not only does the Rodeo carry 35 cubic feet of cargo, it also has the most overall passenger room in its class. One model even has seating for six.

What's more, the Rodeo comes standard with a Rear-wheel Anti-lock Brake System. And a long wheel base for a smooth, carlike drive. All at a price lower than any other 4-door in its class. So you and your family can cruise in greater comfort for a lot less money. Relatively speaking.

For a free brochure, call (800) 245-4549

(Isuzu Rodeo 汽车广告)

TAKE A TRIP THROUGH TIME WITH SONY HANDYCAM

Happy Birthday. Party with friends.

Exotic vacations. Joyful weddings. A baby's first smile.

Don't let special moments be faded memories.

Let Sony Handycam record the moment and save it forever.

Enjoy yesterday once more, as often as you wish.

Anytime you want. With all its original colour, and exciting sounds perfectly recalled down to the finest detail.

No wonder more people use Sony Handycam---the world's most

popular camcorder. It lets you take a trip back into the past, and enjoy the memories of lifetime.

(Sony 掌中宝录像机广告)

eye **K**reme

**eliminates under
eye circles, reduces
puffiness & wrinkles**



before



after

the cream only on the panda's

Things go better with Coca-Cola.

(Coca-Cola广告)

Fresh up with Seven-Up.

(Seven-Up 汽水广告)

Just do it.

(Nike 运动鞋广告)

Cleans your breath while cleans your teeth.

(Colgate 牙膏广告)

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