



# ENGLISH FOR CAREERS

## Unit 7 Advertising

市场营销英语

English for Sales and Marketing

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**Warming-up**



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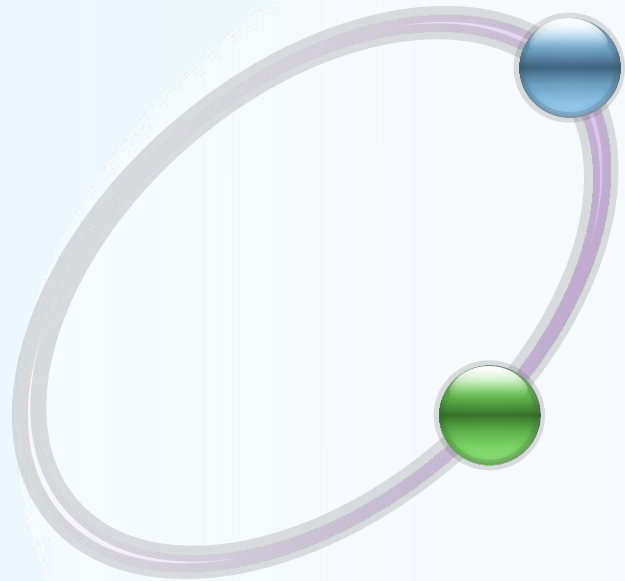
**Speaking**



**Vocabulary and Structure**



# Warming-up Activity



## Warming-up Activity Task 1

.....

## Warming-up Activity Task 2

.....



# Warming-up: Task 1

T » 3.

- ✔ Picture A is an ad for an organization, not for a product. It tries to create a positive corporate image.
- ✔ Picture B is a large movie poster showing the name of a movie, and the attractive picture tries to draw people's attention.
- ✔ Picture C tries to let more consumers know the brand and buy the product.



# Warming-up: Task 2

**Task 2** Effective advertisements appeal to consumers emotionally, drive them to action and in turn generate more sales. Work in small groups to discuss whether the following advertisements are effective.



1. Dog for sale: Eats anything and is fond of children.



2. Microsoft Surface: One device for everything in your life.



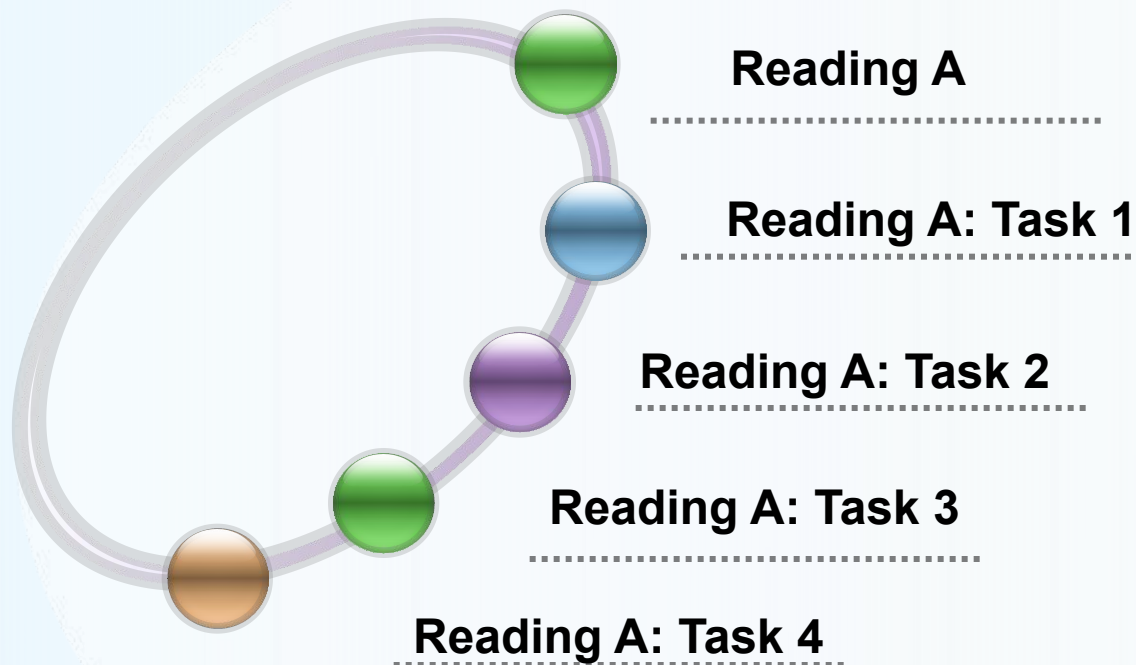
3. Nissan: Life is a journey. Enjoy the ride.



» Only No. 2 and No. 3 are effective advertisements.



# Reading Activity A



For background information, click [HERE](#).





# Reading A Background

## Advertising

People define advertising in different ways, often along with the term “marketing”. Advertising is not marketing. It is a tactic that is used by marketers to convey messages to their customers and stockholders. Advertising is a form of non-personal promotion. Companies pay to promote ideas, goods, or services in a variety of media outlets.



# Reading A:



翻译

## Las Vegas' "What Happens Here, Stays Here" Campaign

Advertisements can be provocative, shocking, informative, surprising, funny or sad. After a failed attempt to promote itself as a family destination, Las Vegas finally embraced its Sin City image with its "What happens here, stays here" advertising campaign, launched in 2003. It's still going strong: 2007 marked the city's fourth consecutive year of busting tourism records. "It resonated because it's what people already believe." says Laura Ries, President of the marketing strategy firm Ries & Ries. "The lesson is to try to turn negatives into positives!"

What makes an effective and persuasive advertisement? Listed below are some marketing ideas based on research and illuminated with examples of advertising campaigns that have benefited many businesses.





# Reading A :



翻译

## » Engage your target

Know your target audience and know what makes them tick. For example, Loblaw Companies Ltd. ran a wonderful recruitment ad with a visual of spice jars and the headline “Spice up your career”. The copy included statements such as “reach your potential”, “learn”, “supportive managers”, “inclusive workplace”, and “showcase your talent”. The headline and visuals are clear and appropriate. However, it’s more helpful that the copy touches on the human desire for career engagement and fulfillment.



# Reading A :



翻译

## » Keep it simple

Resist the temptation to say everything in one ad. Research supports communicating only one idea clearly. A great example of an advertiser that does this effectively is P&G. While they sell an array of products, its newspaper ads focus on one message.

## » Appeal to readers

In order to engage the readers, a newspaper ad needs a strong headline to grab attention and draw the readers in so they want to know more. Weight Watchers undertook a strong copy ad campaign. Their ads lead with bold headlines such as “Die or Diet”. The text describes the Weight Watcher philosophy, what new members receive and how they should start to lose weight.



# Reading A :



翻译

## » Be distinctive

Something new and fresh in the headline or pictures can attract more readers. This allows an advertiser to stand out from the competition and to be instantly recognizable. McDonald's "Open at Night" advertisement was one of the best creative advertisement examples. Their message was displayed at nighttime. Two lamps were well placed above the billboard where they shone down to create the company's logo, portraying that they were open at night as well.



# Reading A: Task 1

**Task 1** Before reading the passage, work in pairs to discuss the following questions.

1. What are your favorite advertisements on TV or in magazines?
2. Why do you think they are effective?

» This is an open-answer question. All comments are welcome.



# Reading A: Task 2

**Task 2** Read the passage and complete the table with each company's advertising strategy.

Example Company	Advertising Strategy
Loblaw Companies Ltd.	
P&G	
Weight Watchers	
McDonald's	

Example Company	Advertising Strategy
Loblaw Companies Ltd.	Engage your target
P&G	Keep it simple
Weight Watchers	Appeal to readers
McDonald's	Be distinctive



# Reading A: Task 3

Decide whether the following statements are true (T) or false (F) according to the passage.

- » 1. F
- » 2. F
- » 3. T
- » 4. T

- 1. Las Vegas started sending out positive messages in its advertisements following a failed attempt in 2003 to advertise its Sin City image.
- 2. Loblaw Companies Ltd. sells spice jars, which can be seen from one of its advertisements.
- 3. Weight Watchers used the slogan “Die or Diet” to draw readers’ attention.
- 4. McDonald’s “Open at Night” advertisement was regarded as one of the best creative advertisement examples because it created something new and fresh.





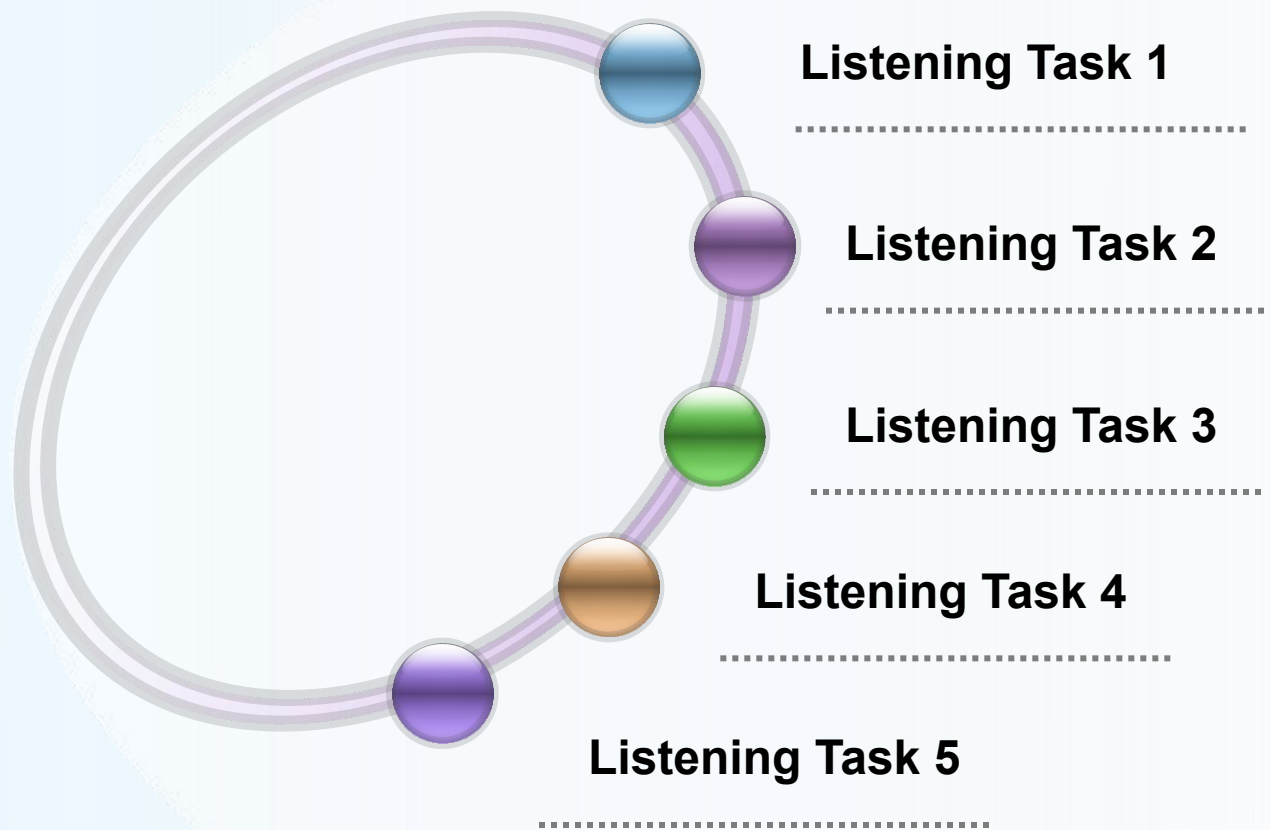
# Reading A: Task 4

**Task 4** Read the passage again and choose the best answer to complete each of the following sentences.

1. “What happens here, stays here” advertising campaign \_\_\_\_\_.  
A. met with strong criticism  
B. failed to reach the targeted market  
C. carried the Sin City image but was very effective
2. “Know what makes them tick” means \_\_\_\_\_.  
A. knowing what attracts the target audience  
B. the communication can be altered for each customer  
C. the real objective of advertising is to fight competition
3. The expression “inclusive workplace” refers to \_\_\_\_\_.  
A. a workplace where everyone is treated the same  
B. a workplace which is equipped with a lot of facilities  
C. a workplace whose products are marketed in the same way worldwide



# Listening Activities



# Listening task 1



**Task 1** Lily, the sales manager of Sunshine Travels, is talking with her colleague Mike about advertising. Listen to the conversation and match the people with the correct information.



Lily



Mike

- a. suggest not using the usual agency
- b. worry about a tight budget
- c. suggest a fresh approach
- d. suggest diversifying
- e. suggest an ad campaign
- f. suggest developing new products

## New Words

safari *n.* 长途旅游; 考察

slump *n.* 衰退; 降低

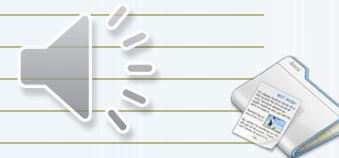
diversify *v.* (使) 多样化

» Lily: d e f

» Mike: a b c



# Listening task 2



Mike is calling Kate of APEX Promotions. Listen to the conversation and answer the following questions.

» 5. What is the next step to be taken by APEX Promotions?

✔ **The next step is to get started on the market analysis.**



# Listening task 3



**Task 3** Mike and Kate are talking about the upcoming sales campaign. Listen to the conversation and choose the best answer to each of the following questions.



1. Which of the following advertising media is suggested by Kate?  
A. TV. B. Newspaper. C. Billboard.
2. Which of the following represent Sunshine Travels' major source of revenue?  
A. City tours. B. Overseas tours. C. A new line of product packages.
3. What are Kate and Mike discussing?  
A. Ads that dominate local markets. B. The decline of newspaper audiences.  
C. The media strategy for the ad campaign.
4. How does Kate get Mike to agree to her suggestion?  
A. By appealing to their in-house marketing staff.  
B. By proposing possibilities to increase sales revenue.  
C. By narrowing down a new line of product packages.





# Listening task 4



## New Words

phony *a.* 虚伪的; 华而不实的  
condescending *a.* 有优越感的;  
居高临下的

Mike and Lily are talking about a public service advertisement (PSA) that they both disliked. Listen to the conversation and decide whether the following statements are true (T) or false (F).

**F**

1. Mike and Lily had a drink last night.

**T**

2. Mike and Lily both watched the PSA last night.

**F**

3. Lily thinks it's not OK to talk down to teenagers in the ad but Mike disagrees.

**F**

4. Lily suggests that PSAs feature cute girls who look innocent.

**T**

5. Lily contends that sincerity is more important to PSAs than cuteness and entertainment.





# Listening task 5



**Task 5** Mike and Lily are talking about possible cultural issues involved in Sunshine Travels TV advertisements. Listen to the conversation and fill in the blanks with what you hear.



**Mike:** You've handled ad campaigns for many hotels before, Lily. Do you think this will help with the Sunshine Travels TV ads?

**Lily:** Both types involve 1. travelers. Yeah, I think they have a lot in common. We know that topics which are 2. acceptable to one culture may turn out to be taboo for another.

**Mike:** True. What I find surprising about American business people is that 3. personal questions are not actually considered taboo in the business context.

**Lily:** That's not what I heard.

**Mike:** When I was in the United States, it was very common for people to ask their 4. counterpart "How is your family?"

**Lily:** Such a question in Saudi Arabia would be highly 5. inappropriate.

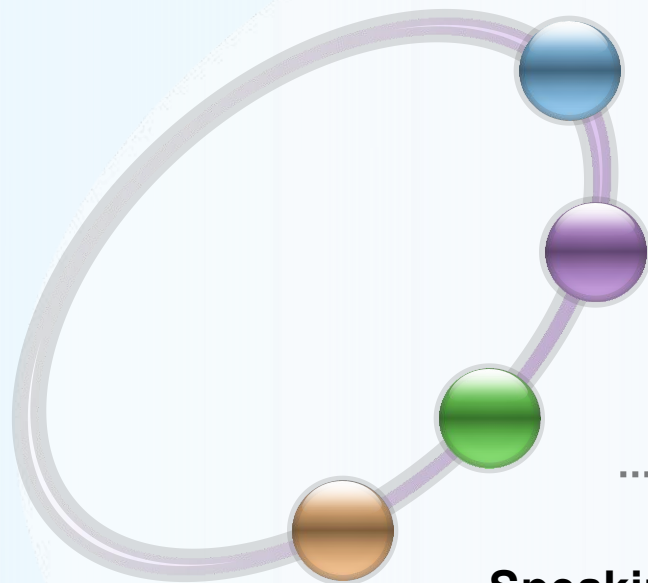
**Mike:** In South Africa, you should avoid asking personal questions, such as a person's marital status; also avoid 6. discussions of ethnic differences or politics.

**Lily:** And we also should not forget that telling jokes can be 7. dangerous as not all cultures interpret them in the same way.

**Mike:** Yes. The humorous approach does not always travel well across cultures, because there are vast differences as to what a culture 8. defines as humorous.



# Speaking Activities



**Speaking Task 1**

.....

**Speaking Task 2**

.....

**Speaking Task 3**

.....

**Speaking Task 4**

.....



# Speaking task 1

Task 1 Work in pairs. Role-play a conversation between two managers of Fullhome Real Estate Agency discussing the pros and cons of advertising. Refer to the following points if necessary.

## Sample

- » A: Have you ever heard people say “Advertising is a waste of money.”?
- » B: Yeah, but the version I heard is “Half the money I spend on advertising is wasted; the trouble is that I don’t know which half.”
- » A: I switch channel each time the commercials are on. I’m sure you do that also.
- » B: Yes, I do. But we need to ask another question: If advertising doesn’t pay off, why do so many companies advertise? With increasing competition on the market, all businesses, big or small, have to advertise in order to survive.



# Speaking task 2

- » A: Should we advertise on TV? What do you think?
- » B: As I see it, advertising on TV is too expensive.
- » A: In my opinion, if we don't advertise on TV, people may not take us seriously.
- » B: Speaking personally, I think that TV is not our first choice.
- » A: Why do you say that?
- » B: Because most of our customers work in offices instead of staying at home watching TV.

☆ How do you feel about...?

☆ Do you agree that...?

☆ I think that...

☆ In my opinion...

☆ As I see it, ...

☆ Speaking personally, I think that...

☆ My view is that...



# Speaking task 3

- » A: Hello, Kate, it's nice to see you again. Thank you for coming for the meeting.
- » B: Oh, nice to see you, too. Have you decided to advertise?
- » A: Yes. Does PPC Promotions have previous experiences of marketing tour services?
- » B: Yes. We've looked into your company's tour services, and we recommend advertising through a website.
- » A: That's a surprise for us, because we are considering local newspapers.
- » B: Most of your clients are young white-collar workers. Most of them go online for information instead of reading newspapers.
- » A: Sounds interesting. Do you have a specific plan, then?
- » B: Sure. I have a copy of the detailed plan. You can take a look.
- » A: I think we need some time to decide on it.
- » B: OK. I look forward to your early reply.

☆ Negotiate a time schedule and price range acceptable to both parties.





# Speaking task 4

**Task 4** Work in groups. Failing to take into account cultural differences in international advertising may result in losing business opportunities. Search online for cultural differences between China and America in the following aspects and share with each other.



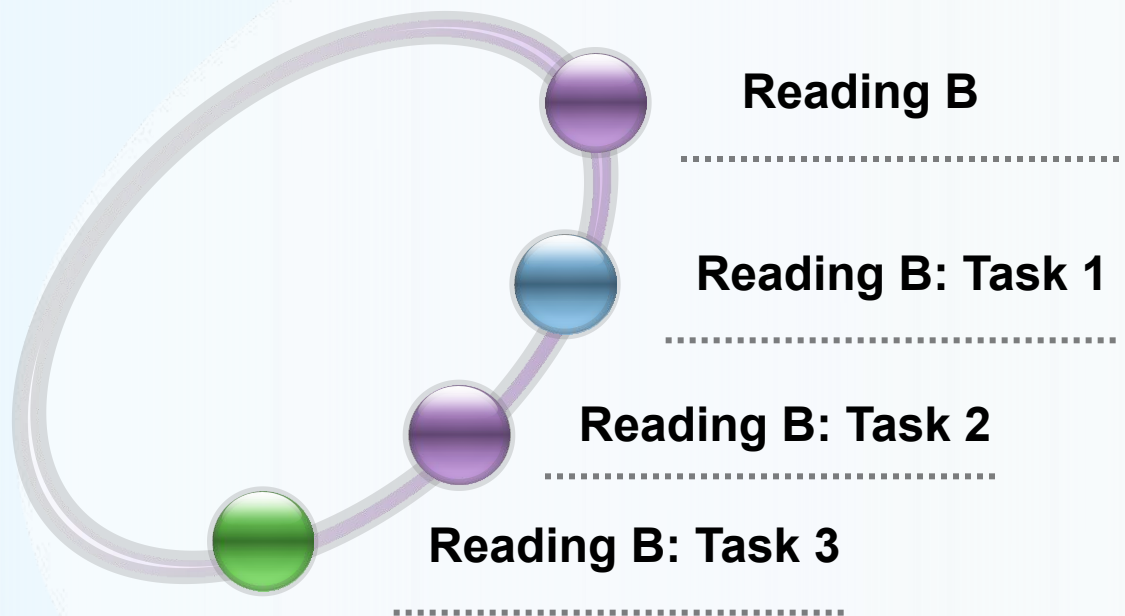
- ☆ Body language (eye contact, hand gestures, etc.)
- ☆ Time consciousness
- ☆ Interpretation of colors
- ☆ Interpretation of numbers
- ☆ Concept of privacy

»This is an open-answer question. All comments are welcome.





# Reading Activity B



# Reading B:



翻译

## Advertainment

Moviegoers at 12 UK cinemas on Saturday were shown an advertisement for Volvo XC70 before the movie *Ratatouille* was screened. They were asked—as a group—to put their hands in the air and wave them left or right. This participatory commercial represents a growing trend in movie theater advertising, with on-screen ads and lobby displays becoming more interactive and more entertainment-oriented. “Advertainment” is blurring the lines between advertising and entertainment.

According to the records available on a reliable website, an average of 18 brands were placed in each of the top 200 movies released between 2001 and 2005. And television doesn't escape. Within the first 20 minutes of being featured on the reality TV show—*The Apprentice*, Crest Toothpaste received 4.3 million visits to its official website, 80,000 requests for samples, and 25,000 submissions of marketing ideas to the program. Similarly, within three hours of appearing on *The Apprentice*, Ciao Bella Ice Cream was the third most searched item on Yahoo!, and by 5:00 p.m. the next day the products were sold out in all stores that carried them.



# Reading B:



翻译

Ads and public relations are routinely dismissed as silly, annoying, intrusive or a waste of time. The very name “advertainment” produces a strong shiver of disgust from many consumers. “I paid to come in here, so why should I have to watch advertisements?” they ask. Yet, they wear branded running shoes and clothing so their lives are already in advertising.

More innovations will come as marketers continue to spend more on movie theater promotions. “If people have fun, they don’t feel like they’ve been intruded upon,” says David Polinchock, the chief experience officer at Brand Experience Laboratory, which was responsible for the interactive technology behind the Volvo ad. “They don’t walk away upset—but the trick is, not to overdo it!”





# Reading B: Task 1

**Task 1** Read the passage and decide whether the following statements are true (T) or false (F).

**F**

1. Moviegoers at 12 UK cinemas on Saturday were paid to put their hands in the air and wave them left or right.

**F**

2. Crest Toothpaste was featured within three hours on The Apprentice.

**T**

3. What gets shown on TV has much to do with corporate interests.

**F**

4. Advertainments arouse consumers' great interest in commercials before films at movie theaters.

**F**

5. We can conclude from the passage that advertainments are expected to diminish as more consumers express disapproval.



# Reading B: Task 2

Read the passage again and answer the following questions.

- » 1. What do “participatory Direct Response” offer to advertisers, according to the passage?
- A participatory commercial is a kind of advertisement that requires customers' participation, but it is not intrusive or a waste of time.
  - A participatory commercial is a kind of advertisement that requires customers' participation, but it is intrusive or a waste of time.



# Reading B: Task 3

Task 3 Translate the following passage into Chinese.

The Republic of Korea is famous for creating artificial scenic locations for its miniseries and no expense is spared in creating sets or filming at a variety of scenic locations. These TV shows help promote tourism. For example, Jewel in the Palace describes the striving history of a legendary girl who becomes a royal physician and “Queen Myeong Seong”. The film locations for the miniseries have become popular destinations for tourists from Asian countries where the programs are popular. Korean TV miniseries have overtaken Japan miniseries in popularity in China, Vietnam, and Singapore and in turn the number of tourists coming to Korea has grown steadily from 1999 to 2004.


有一件事人人皆知，那就是韩国人为拍摄电视连续剧修建人造景区，并不惜投巨资搭建片场和选择多处风景名胜作为拍摄场地。这些电视节目有助于推动旅游业。例如，讲述一代传奇女子如何成为朝廷御医的艰难历程的《大长今》以及《明成皇后》。这些节目在亚洲地区很受欢迎，带动了亚洲国家的游客前来旅游，从而使这些电视剧的拍摄场地成为热门景区。韩国电视连续剧的人气在中国、越南和新加坡已超越日本电视连续剧，进而导致1999到2004年间来韩游客人数稳步增长。





# Writing

**Task** Writing great advertising copy isn't just about attracting customers; it's more about appealing to their emotions and talking to them personally. Suppose you are writing an advertisement for a product you are interested in. Create your own advertising message with reference to the following instructions.

- 
1. What are you selling?
  2. Who benefits most from what you're selling?
  3. Answer your prospect's question: "What's in it for me?"
  4. Write something that catches attention and motivates action—your slogan.

» This is an open part.



# Project

This project enables Ss to go through the process of advertisement design. Ss will work in groups. First, they have to set objectives. Then they should negotiate and reach an agreement. Finally, Ss should write advertisement copy. In order to do it well, Ss should use what they've learned from previous activities.

## 2 Step Two

- Divide the group into two sides: Side A acts as the sales team of the company and Side B the advertising agency;
- The two sides hold a negotiation, discussing the budget, advertising media, scheduling, payment terms, etc.;
- Reach an agreement and draw a small report.

## 3 Step Three

- Search online and refer to similar advertisement copies;
- Decide on your own copywriting strategy;
- Write an ad copy that can effectively capture customers' attention.



# Reading A Translation

## 拉斯维加斯的广告：赌城发生的事留在赌城

广告可以煽情，可以让人震惊，可以传达有效信息，可以出人意料，可以有趣，也可以让人伤感。起初，拉斯维加斯的广告宣传试图定位为“全家出游胜地”，但未能收到预期效果。后来，拉斯维加斯于2003年打出“赌城发生的事留在赌城”的口号，使得“罪恶之都”的城市形象让人欣然接受。该广告宣传依然势头强劲，到2007年，已经连续四年打破旅游业记录。里斯和里斯营销策划公司的总裁劳拉·里斯说：“该广告之所以能引起共鸣，是因为它与人们所认为的相吻合，这就告诉我们需要设法将消极因素转为积极因素。”

怎样才能使广告效果显著又具有说服力？下面列举了一些经研究且已被诸多企业通过广告活动证实有效的营销理念。



# Reading A Translation

## » 吸引你的目标

要了解你的目标受众并且知道什么能够打动他们。例如，劳布洛有限公司的招聘广告就非常生动。它使用一张调味罐的图片，再恰到好处地配上“为你的事业添汁加料”的标题语。该文案中包含了“激发潜能”、“学习”、“支持型经理”、“包容的工作场所”以及“发挥才智”这样的表述。广告标题与图片明晰且运用恰当。然而，但更为重要的是，该广告文案触及到人们对于未来职业安排和满足感的渴求。



# Reading A Translation

## » 简单明了

抵制要在一则广告中说明一切的诱惑。研究表明，一则广告只能清楚地表达一个意思。这方面做得很好的一个例子就是宝洁的广告。虽然宝洁销售的产品多种多样，但其登在报纸上的广告只聚焦一个讯息。

## » 吸引读者

报纸广告需要强有力的标题，这样才能吸引读者注意，促使他们想了解更多内容。慧俪轻体瘦身公司开展了一项强有力的文案广告活动。这家公司的广告标题用黑体写着：不节食就没命。广告文案中介绍了这家公司的理念、新加入的员工享受的服务以及他们应如何开始减肥。





# Reading A Translation

## » 独树一帜

广告的标题或图片中的一些新颖和新鲜的元素可以吸引更多的读者，让你的广告在众多竞争者中脱颖而出，一下子就能被识别。麦当劳的夜间营业广告是最佳创意广告之一，他们的广告信息在夜间显示。两盏灯安放在广告牌上方，向下照射的光构成麦当劳公司的标识，同时告诉人们他们夜间也营业。



# Listening task 1 Script



- » Lily: Mike, I think we need an ad campaign to attract new customers.
- » Mike: You know what they say about waste in advertising.
- » Lily: We rely too heavily on word-of-mouth, Mike. As you can see from the graph, we're losing money on Inland Safaris, Camping Trips and Skating. Without advertising, we won't survive.
- » Mike: Do you have a plan? We have a very tight budget this year.
- » Lily: With the economy in a slump, the pie is simply not big enough for everybody. It seems we will have to diversify.
- » Mike: Are you suggesting we place our ad through an agency?
- » Lily: Yes, that's the fastest way to get messages through to our target audience. The ad agency can help communicate our product features to the market.
- » Mike: Yes, I see your point. But we shouldn't use our usual agency. We need a fresh approach and marketing style. You're suggesting we develop some new products as well?
- » Lily: Yes, I think we have to and I agree with you about finding a new agency.



# Listening task 2 Script



- » Kate: APEX Promotions, Kate speaking.
- » Mike: Hello, this is Mike from Sunshine Travels. I'm calling because we'd like to launch some new package holidays targeted at overseas travelers, and I'd like you to handle the advertising for us.
- » Kate: Sounds interesting. I know Sunshine Travels is a well-known brand in the domestic market.
- » Mike: Yes, our domestic market share is reasonable. However, we want to expand into the international market so we need to advertise the value of our package tours to international travelers.
- » Kate: I understand. So what are the main brand values you want to communicate?
- » Mike: I think the first is "quality". Current customers associate us with the high quality products.
- » Kate: And what comes next?
- » Mike: Next is "customer satisfaction". Currently, we target customers who have already used our packages but we need to attract new customers for this expansion.
- » Kate: What kind of budget do you have in mind?
- » Mike: Discussion is underway, but we have decided that a sales campaign would best fit our needs.
- » Kate: OK. We need your marketing staff to supply more information. We'll get started on the market analysis and let you know as soon as it comes through.



# Listening task 3 Script



- » Kate: Mike, our field experts gave me the results of their analysis this morning. I think we need to talk about the media strategy for your new campaign.
- » Mike: I'm all ears, Kate. So what do you suggest?
- » Kate: We suggest the use of prime-time TV once a week, for a year.
- » Mike: Well, Kate, honestly that's the last option that will appeal to our in-house marketing staff. And I can't say I'm convinced myself.
- » Kate: I understand. Let me explain. A narrow line of product packages have accounted for two thirds of your company's revenue during the past three years.
- » Mike: That will be our city tours. We placed ads in newspapers, yellow pages, magazines and billboards, and our website went online last month. It seems our extensive advertisement has paid off.
- » Kate: Yes, Mike. But all your ads are targeted at the home market.
- » Mike: That's true. Our advertising budget directed at the overseas market has been minimal at best.
- » Kate: Yes, that is why we propose a prime-time TV ad through Channel 9 once a week. We expect a 25% revenue increase by the 4th quarter next year.
- » Mike: 25%? That would make Sunshine Travels a global brand!



# Listening task 4 Script



- » Mike: Did you see that PSA about teenage drinking last night? I really wasn't impressed. What do you think of it?
- » Lily: You're absolutely right, Mike. What makes it so bad is the tone that woman uses. She's obviously talking down to teenagers.
- » Mike: Yes, I agree. She sounds phony, foolish and condescending. An advertiser is anything but that. I've seen and heard loads of advertisements on television, radio, in print or other media but this is the worst of them all.
- » Lily: Mm. I also dislike its portrayal of the girl student: cute but dumb.
- » Mike: Yes, the ad is dumb. PSAs are supposed to bring about change by raising awareness of an issue, affecting public attitudes, and potentially stimulating action. I see none of that.
- » Lily: Exactly. Sincerity is infinitely more effective than cuteness. Entertainment and attention-getting approaches by themselves do little to attract a teenager.





# Listening task 5 Script & Key



- » Mike: You've handled ad campaigns for many hotels before, Lily. Do you think this will help with the Sunshine Travels TV ads?
- » Lily: Both types involve 1. travelers. Yeah, I think they have a lot in common. We know that topics which are 2. acceptable to one culture may turn out to be taboo for another.
- » Mike: True. What I find surprising about American business people is that 3. personal questions are not actually considered taboo in the business context.
- » Lily: That's not what I heard.
- » Mike: When I was in the United States, it was very common for people to ask their 4. counterpart, "How is your family?"
- » Lily: Such a question in Saudi Arabia would be highly 5. inappropriate.
- » Mike: In South Africa, you should avoid asking personal questions, such as a person's marital status; also avoid 6. discussions of ethnic differences or politics.
- » Lily: And we also should not forget that telling jokes can be 7. dangerous as not all cultures interpret them in the same way.
- » Mike: Yes. The humorous approach does not always travel well across cultures, because there are vast differences as to what a culture 8. defines as humorous.



# Reading B Translation

## 娱乐广告

周六，英国12家影院的观众在电影《料理鼠王》正式放映之前观看了一段沃尔沃XC70的广告。观众受邀集体将双手举向空中，向左或向右挥舞。这种有观众参与的商业广告在电影院广告中正在成为一种趋势。荧屏广告及大厅展示广告越来越具有互动性，而且日渐朝娱乐方向发展。“娱乐广告”正在使广告与娱乐之间的界限变得模糊。

据一个可靠的网站记载，2001到2005年间发行的排名前200的影片中，平均每部影片中包含18个品牌的广告。电视亦无例外。就在佳洁士牙膏出现在真人秀节目《学徒》中后的头20分钟内，佳洁士网站访问人数达到430万人，并收到8万人发送样品的请求，以及2.5万份节目的营销创意。同样地，伊莎贝拉冰淇淋出现在《学徒》节目后的3小时内，成为雅虎搜索第三多的词条。至次日下午5时，所有商店里销售的该产品被抢购一空。



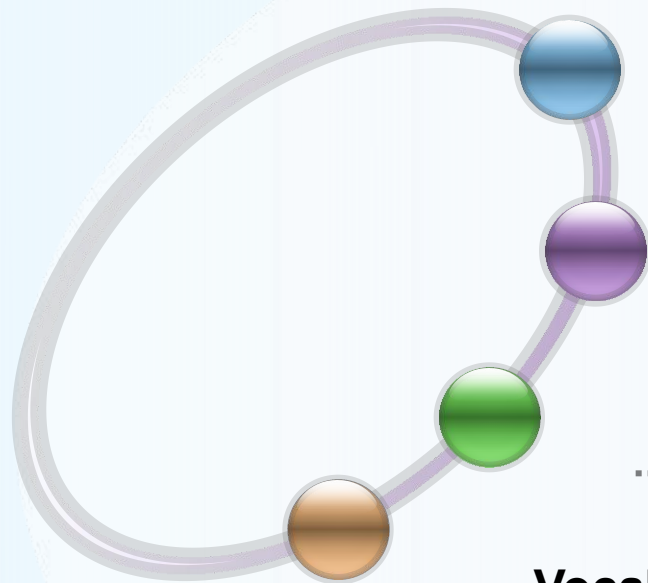
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广告及公关活动常常被视为不明智、令人厌烦、具有侵扰性或是浪费时间。甚至“娱乐广告”这个名字都会引起众多消费者的强烈反感。“我们付了钱到这里来，为什么要我看广告呢？”他们会这样问。然而，他们穿品牌服装和运动鞋说明他们已经生活在广告中了。

随着市场人员持续加大投资力度通过影院进行推广，势必会出现更多的创意。来自品牌体验实验室（该实验室曾负责沃尔沃广告的互动技术）的首席体验官大卫·波林卓克这样表示：“如果人们能够从中享受到乐趣，就不会有受到侵扰的感觉，也就不会沮丧地离开了。然而这其中的诀窍在于要做到适度！”



# Vocabulary and Structure



Vocabulary: Task 1  
.....

Vocabulary: Task 2  
.....

Vocabulary: Task 3  
.....

Vocabulary: Task 4  
.....



For glossary, click [HERE](#).





# Reading A New Words



## Reading A

### New Words

bust /bʌst/ *v.* 打破  
consecutive /kən'sekjətɪv/ *a.* 连续的  
copy /'kɑ:pɪ/ *n.* 广告文案  
destination /,destə'neɪʃən/ *n.* 目的地, 终点  
distinctive /dɪ'stɪŋktɪv/ *a.* 有特色的  
embrace /ɪm'breɪs/ *v.* (欣然) 接受; 包围, 围住  
engage /ɪn'geɪdʒ/ *v.* 吸引; 预定; 参加  
engagement /ɪn'geɪdʒmənt/ *n.* 约定  
fulfillment /fʊl'fɪlmənt/ *n.* 实现; 满足  
illuminate /ɪ'lju:məneɪt/ *v.* 诠释; 说明  
inclusive /ɪn'klʊ:sv/ *a.* 非排斥的; 包容的  
launch /lɔ:ntʃ/ *v.* 发布; 发起; 开办  
persuasive /pə'sweɪsɪv/ *a.* 有说服力的  
provocative /prə'vɔ:kətɪv/ *a.* 激发感情 (或行动) 的; 令人振奋的  
recruitment /rɪ'krʊ:tmənt/ *n.* 招聘  
resist /rɪ'zɪst/ *v.* 忍住  
resonate /'rezəneɪt/ *v.* 回响; 反响

showcase /'ʃəʊkeɪs/ *v.* 展示  
temptation /temp'teɪʃən/ *n.* 诱惑  
visual /'vɪʒuəl/ *n.* (电影、电视等的) 画面, 图像

### Phrases & Expressions

an array of 一系列  
spice jar 调味罐; 香料瓶  
spice up 增添趣味  
stand out 突出, 出色  
what makes sb. tick 影响某人行为的思想 (见解等)

### Proper Names

P&G 宝洁 (美国日用消费品公司)  
Ries & Ries 里斯和里斯 (营销策划公司)  
Sin City 罪恶之城  
Weight Watchers 慧侷轻体瘦身公司





# Reading B New Words



## Reading B

### New Words

advertainment /,ædvər'teɪnmənt/ *n.* 娱乐广告

blur /blɜːr/ *v.* 模糊

feature /'fi:tʃə/ *v.* 特别报道

intrude /ɪn'truːd/ *v.* (on/upon) 干涉, 侵扰

intrusive /ɪn'truːsɪv/ *a.* 侵扰的

lobby /'lɑːbi/ *n.* 大厅, 休息室

moviegoer /'muːviˌɡoʊər/ *n.* (常) 看电影的人

orient /'ɔːriənt/ *v.* 以……为方向, 以……为目的

participatory /pɑːr'tɪsəpətɔːri/ *a.* 参与的, 参加的

routinely /ruː'tiːnli/ *ad.* 常规地; 例行地

screen /skriːn/ *v.* 放映; 播放

shiver /'ʃɪvər/ *n.* 发抖; 颤抖

silly /'sɪli/ *a.* 无聊的

submission /səb'mɪʃən/ *n.* 提交

### Phrases & Expressions

be sold out 售罄

dismiss sth. as 以……为由拒绝某事

public relations 公关

reality TV show 电视真人秀

### Technical Terms

Brand Experience Laboratory 品牌体验实验室

chief experience officer 首席体验官

### Proper Names

Ciao Bella Ice Cream 伊莎贝拉冰淇淋

Crest Toothpaste 佳洁士牙膏

David Polinchock 大卫·波林卓克

Ratatouille 《料理鼠王》(电影名)

Volvo XC70 沃尔沃XC70



# Vocabulary & Structure: Task 1

**Task 1** Fill in the blanks with the words or phrase from this unit that match the meanings in the column on the right. The first letters are already given.

1. intrude to disturb someone's peace or privacy by going or being somewhere uninvited
2. spice a plant substance used as a flavoring, e.g. pepper or ginger
3. copy something written in order to be printed in a newspaper, magazine, advertisement, etc.
4. consecutive following one after another without interruption or break
5. array a great variety or range of something
6. advertisement promotion of products or services in the content of TV and movie shows, radio programs, songs and music videos, video games, plays, and even novels
7. blur to become difficult to see or to make something difficult to see, because the edges are not clear
8. provocative intended to make people angry or upset, or to cause a lot of discussion
9. inclusive including a wide variety of people, things, etc.
10. public relations maintenance of a favorable image by a company or other organizations



# Vocabulary & Structure: Task 2

**Task 2** Fill in each blank with the appropriate form of the word given in brackets.

1. A new Disney feature film is scheduled to be test screened (screen) in order to evaluate audience reaction.
2. I'm not calling an important client; this is only a routine (routinely) call to maintain normal business relationship.
3. Every student is required to submit (submission) a research paper by the end of the term of no less than 50 pages in length.
4. Many companies offer rewards to those who participate (participatory) in their promotional activities, such as flyer distribution, food sampling, networking, or in the sales of gift certificates.
5. The ticket price is all inclusive (include) so there is no need to add other expenses.
6. A translator shouldn't intrude (intrusive) his own opinions into what he's translating.
7. If we want to recruit (recruitment) better staff, we have to offer a higher salary.
8. They believed the child by his persuasive (persuade) reasons.
9. I cannot meet you tomorrow because I have a prior engagement (engage).
10. Are you looking for greater fulfillment (fulfill) and satisfaction in your work?





# Vocabulary & Structure: Task 3

**Task 3** Complete the following sentences with the words given below. Change the form if necessary.

fulfill      provocative      distinctive      temptation      resist  
deliver      shiver      showcase      inclusive      launch

1. The company researched the market demand and decided to launch their new product.
2. The chilly wind makes every student shiver all over.
3. I'd like you to prepare a list of guests to the party tonight. Be sure to make the list as inclusive as possible. Don't forget anyone.
4. Many companies signed up for the trade fair last month to showcase their new products and services.
5. He admits that the £50,000 bonus is a big temptation.
6. All safety preparations have been made to resist the upcoming tornado.
7. The minister's provocative remarks were widely reported in the press.
8. I'm having some flowers delivered for her birthday.
9. The blue genie told Aladdin that he could fulfill three wishes.
10. I don't have the vocabulary to describe the distinctive taste of the peaches.



# Vocabulary & Structure: Task 4

**Task 4** Complete the following sentences with the phrases given below. Change the form if necessary.

sell out

spice up

public relations

dismiss... as

array of

stand out

intrude on

ad campaign

intrude on

1. It would be very insensitive to \_\_\_\_\_ their private grief.
2. The Sales Department is obliged to sell out the inventory by the end of the year.
3. In order to fight competition and promote its services in the southeastern region of the country, the company has spent over 50 million yuan on its latest ad campaign.
4. He just laughed and dismissed my suggestions as unrealistic.
5. There was a vast array of colors to choose from.
6. He is calling an urgent meeting for immediate action on the public relations crisis.
7. The outlines of rooftops and chimneys stand out against the pale sky.
8. Millions have bought the book to spice up their lives.







# ENGLISH FOR CAREERS

**Thank You !**

市场营销英语  
English for Sales and Marketing