Advertising Terms

Graphics

Information that is presented visually through artwork/ photographs or computer assisted images.

Slogan

A catchphrase which is used to summarise a campaign and make it memorable.

Hard sell

The product is placed prominently in the advert and sold directly.

Soft sell

Where an advert seems to sell something else other than the product such as a lifestyle.

Imperatives

A persuasive linguistic technique – a command.

Stereotypes

An oversimplified representation of a person or group of people easily recognised through exaggerated characteristics.

Logo

The visual image or symbol associated with a particular brand.

Target market

The specific group of people that advertisers want to reach.

Advertising Terms

Product endorsement

The use of celebrities, experts or ordinary people to say how good a product is.

Typography

The style of font used that helps to create a specific identity.

Rule of thirds

A convention that divides an image horizontally and vertically into thirds.

Synergy

Where media texts and organisations operate to promote each other for mutual benefit.

Advertising Awareness

Consumer's familiarity with a brand or product.

Copy

The written text of a print advert.

Anchorage

The use of words with images that suggest a particular meaning.

Cross-platform

Advertising that is placed in and across a range of different media.

Advertising Terms

Alliteration

Repetition of the same letter at the start of a word. It creates a sound pattern and is often used in slogans.

Campaign

All aspects of an advertising strategy.

Brand image

A product that has a distinctive identity or personality.

Colloquialisms

Informal use of language used in adverts often aimed at a youth market.

Connotations

Additional meanings created by a word, image or use of colour

Demographics

The ways in which audiences are categorised.