

# MAKING NEW WORDS YOUR OWN

## Lesson 18 CONTEXT: Reading, Writing, and Performing *The Language of Advertising*

Advertisers know just what to do to tempt us to buy their products. They know that pictures in advertisements are very important, but they never underestimate the power of language to sell. Advertisers are experts in using language. In fact, they often use language in much the same way that poets do. They use interesting figures of speech and highly emotional words. They write advertisements that have pleasing sound patterns and interesting rhythms. But, unlike poets, advertisers don't use language for art—they use language to sell.

In the following exercises, you will have the opportunity to expand your vocabulary by reading about the language of advertising. Below are ten vocabulary words that will be used in these exercises.

- |          |         |            |          |         |
|----------|---------|------------|----------|---------|
| adage    | cadence | figurative | metaphor | rapture |
| allusion | fallacy | intensive  | potency  | simile  |

### EXERCISE 1 *Mapping*

**Directions.** In the item below, a vocabulary word is provided and used in a sentence. Take a guess at the word's meaning and write it in the box labeled **Your Guess**. Then look the word up in your dictionary and write the definition in the box labeled **Definition**. In the **Other Forms** box, write as many other forms of the word, such as adjective and noun forms, as you can think of or find in your dictionary.

Then, following the same procedure, draw your own map for each of the nine remaining vocabulary words. Use a separate sheet of paper.

1.

adage

→

Advertisers know how to use language well. They can take an old **adage** such as "A penny saved is a penny earned" or "Better late than never" and make it seem brand-new.

↓

Your Guess:

↓

Definition:

Other Forms:

←

Definition:

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**EXERCISE 2** *Context Clues* 

**Directions.** Scan the definitions in Column A. Then think about how the boldface words are used in the sentences in Column B. To complete the exercise, match each definition in Column A with the correct vocabulary word from Column B. Write the letter of your choice on the line provided; then write the vocabulary word on the line preceding the definition.

**COLUMN A**

- \_\_\_\_\_ 11. word: \_\_\_\_\_  
*adj.* not literally true; using figures of speech
- \_\_\_\_\_ 12. word: \_\_\_\_\_  
*adj.* marked by special effort; dedicated; single-minded; highly concentrated
- \_\_\_\_\_ 13. word: \_\_\_\_\_  
*n.* a figure of speech that contains an implied comparison
- \_\_\_\_\_ 14. word: \_\_\_\_\_  
*n.* an old saying; a proverb
- \_\_\_\_\_ 15. word: \_\_\_\_\_  
*n.* power; strength; force
- \_\_\_\_\_ 16. word: \_\_\_\_\_  
*n.* great joy; delight; ecstasy
- \_\_\_\_\_ 17. word: \_\_\_\_\_  
*n.* a figure of speech that compares two unlike things using *like* or *as*
- \_\_\_\_\_ 18. word: \_\_\_\_\_  
*n.* a rhythmic flow or pattern (as in poetry); the time or beat of the movement in dancing or marching
- \_\_\_\_\_ 19. word: \_\_\_\_\_  
*n.* an indirect reference; a passing mention
- \_\_\_\_\_ 20. word: \_\_\_\_\_  
*n.* a misleading or false idea; mistaken reasoning

**COLUMN B**

- (A) An advertiser might promote a cleanser with the **simile** "It cleans like a tidal wave."
- (B) Sometimes advertisers promote a product by boasting about its **potency**. You can't buy anything stronger, they claim (but they don't point out that we can buy many other brands that are exactly as strong).
- (C) An advertiser who wants to associate a product with the good old days might make an **allusion** to someone or something that the audience connects with that idea—to the painter Norman Rockwell or to drive-in movie theaters, for example.
- (D) Many people have protested the way women are portrayed in advertising. Women are often shown experiencing total **rapture**, or wild joy, over clean floors, for example. Such depictions, protestors say, stereotype women.
- (E) It is interesting to listen to the **cadence** of advertising on radio. The rhythm of the advertisement will depend on both what is being advertised and on musical preferences of the radio station's audience.
- (F) Because advertisements are notorious for using faulty logic, teachers sometimes use them to teach students what **fallacies** are.
- (G) Some of the claims that advertisers make are phrased as **metaphors**, such as, "We are the future" or "Automobile X is quicksilver on wheels."
- (H) Advertisers use other **figurative** language in addition to similes and metaphors. They use many figures of speech, none of which should be taken literally.
- (I) Often, for a new product advertisers design an **intensive** ad campaign. But they may concentrate heavily on only one market.
- (J) Advertisers have heard the old **adage** "You can't fool all the people all of the time," but they aren't sure it's true!

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**EXERCISE 3****Sentence Completion** 

**Directions.** For each of the following items, circle the letter of the choice that best completes the meaning of the sentence or sentences.

21. If you want people to trust your product, you might hire a grandfatherly figure who speaks in old \_\_\_\_\_ and makes \_\_\_\_\_ to trusted figures of days gone by.  
 (A) adages . . . allusions  
 (B) fallacies . . . metaphors  
 (C) cadences . . . adages  
 (D) metaphors . . . similes  
 (E) allusions . . . cadences
22. Advertisers know that a waving flag and drums beating the \_\_\_\_\_ of a march will appeal to people's patriotism.  
 (A) fallacy  
 (B) adage  
 (C) potency  
 (D) cadence  
 (E) allusion
23. Animals often play a role in the \_\_\_\_\_ language of advertising. Do consumers realize that a plane can't literally be an eagle?  
 (A) intensive  
 (B) potent  
 (C) similar  
 (D) literal  
 (E) figurative
24. Sometimes advertisers have to choose between a \_\_\_\_\_ such as "The Buy-Now Insurance Company is like a loving heart" and a \_\_\_\_\_ such as "The Buy-Now Insurance Company is the heart of the land."  
 (A) metaphor . . . simile  
 (B) simile . . . metaphor  
 (C) fallacy . . . allusion  
 (D) metaphor . . . allusion  
 (E) allusion . . . fallacy
25. Politicians know the \_\_\_\_\_ of advertising. Most launch \_\_\_\_\_ ad campaigns just before the election because they know that a flood of ads may win them voters.  
 (A) fallacy . . . rapturous  
 (B) potency . . . intensive  
 (C) fallacy . . . figurative  
 (D) cadence . . . fallacious  
 (E) potency . . . impressed
26. A political ad is just as likely to contain \_\_\_\_\_ as any other ad. In fact, some argue that political ads contain more errors in logic than any other kind of ad.  
 (A) similes  
 (B) metaphors  
 (C) fallacies  
 (D) cadences  
 (E) allusions
27. A spoof on an ad may make fun of the idea that \_\_\_\_\_ is a possible reaction to fruit juice or that despair can result from buying the wrong frozen vegetables.  
 (A) rapture  
 (B) potency  
 (C) allusion  
 (D) fallacy  
 (E) cadence
28. Imagine you're advertising a new frozen dinner. Should you use a \_\_\_\_\_ such as "It's a bold new adventure in eating" or the \_\_\_\_\_ "It's like voyaging to a strange land"?  
 (A) metaphor . . . simile  
 (B) simile . . . metaphor  
 (C) figurative . . . rapture  
 (D) rapture . . . adage  
 (E) potency . . . rapture
29. Advertisers know the \_\_\_\_\_ of advertisements, and they know that we all give in to their power. To assume that you will not may be the biggest \_\_\_\_\_ of all.  
 (A) rapture . . . fallacy  
 (B) metaphor . . . simile  
 (C) potency . . . fallacy  
 (D) fallacy . . . potency  
 (E) cadence . . . fallacy
30. Here's \_\_\_\_\_ to keep in mind when reading or listening to advertisements: "A fool and his money are soon parted."  
 (A) a simile  
 (B) a metaphor  
 (C) an allusion  
 (D) a cadence  
 (E) an adage

