

SUBJECT: Media

UNIT: Advertising and Marketing



Key Terminology

- **Target Audience:** The specific group of people that an advertisement or marketing campaign is aimed at.
- **Brand Identity:** The unique image and personality of a brand.
- **Brand Loyalty:** The degree to which customers are committed to a particular brand.
- **Product Placement:** The inclusion of branded products in films, TV shows, or video games.
- **Viral Marketing:** A marketing technique that uses social media and other online platforms to spread a message quickly.
- **Advertising Standards Authority (ASA):** The UK's independent regulator for advertising across all media.
- **Market Research:** The process of gathering, analysing, and interpreting information about a market.
- **Demographics:** Statistical data relating to the population, such as age, gender, and income.
- **Psychographics:** The study of personality, attitudes, opinions, and lifestyles.

Key Concepts

- **The Marketing Mix:** The four key elements of marketing: product, price, place, and promotion.
- **Advertising Appeals:** The techniques used to persuade consumers, such as emotional appeal, rational appeal, and humour appeal.
- **Advertising Regulation:** The rules and regulations governing advertising, including restrictions on misleading advertising and harmful content.
- **Consumer Behaviour:** The study of how consumers make decisions about what to buy.
- **Digital Marketing:** The use of digital technologies to promote products or services.
- **Social Media Marketing:** The use of social media platforms to connect with customers and promote products.

Analysis Techniques

- **Semiotic Analysis:** Analysing the signs and symbols used in advertising.
- **Audience Analysis:** Analysing the target audience of an advertisement and how it appeals to them.
- **Textual Analysis:** Analysing the language, imagery, and layout of an advertisement.
- **Contextual Analysis:** Analysing the historical, cultural, and social context of an advertisement.