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на тему:

Засоби вербалізації концепту «Родина» в українській і американській комерційній рекламі: зіставний аспект

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Term paper

Means of verbalizing the concept of Family in Ukrainian and American commercial
advertising, a comparative aspect

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INTRODUCTION

Actuality of the topic. The research topic is highly relevant in today's globalized world, where cultural differences and similarities play an important role in shaping the ways in which products and services are marketed. Family is a universal concept, but the ways in which it is understood and valued can differ significantly between cultures. Advertising, as a reflection of cultural values and attitudes, can offer insights into these differences and similarities. Overall, this topic is highly appropriate for researchers, advertisers, and marketers who are interested in understanding the role of culture in advertising and developing effective cross-cultural advertising strategies.

Object of study – the concept of “Family” in both commercial advertising.

Subject of study – the means of verbalizing the concept of “Family” in Ukrainian and American commercial advertising.

The purpose of the study – to compare and contrast the means of verbalizing the concept of “Family” in Ukrainian and American commercial advertising, and to identify similarities and differences in the ways in which this concept is presented in these two cultural contexts.

According to the goal, the following **tasks** were set:

- to study the theory of concepts in commercial advertising;
- to reveal the main approaches in studying concepts in modern linguistics;
- to investigate specifics of verbalizing the concept of “Family”;
- to discourse a notion of advertising;
- to consider examples common and different in means of verbalizing the concept of “Family” in Ukrainian and American commercial advertising.

Structure of the work. The work consists of two chapters, six subsections, an introduction, a general conclusion and two chapter conclusions, a list of references, as well as an appendix. The total volume of work – 18 pages.

CHAPTER 1. THEORETICAL BASIS OF THE STUDY OF CONCEPTS IN COMMERCIAL ADVERTISING

1.1 The problem of studying concepts in modern linguistics

When people make commercials, they try to talk about things that everyone thinks are important. Most people today think that having fun and taking care of themselves is really important. So, the words used in advertisements often talk about pleasure and staying safe. These words can be shown in different ways through language.

The world view of modern man is formed largely under the impact of media communication. According to McQuail, today the media not so much informs people as manipulates their mind and exercises control over it [15, p.150]. Thus, the analysis of advertisement texts showed that the advertisements really have a considerable effect on changing the values of the world view. Modern advertising is not only the interpreter, but also, more importantly, the integrator and even creator of value meanings.

When companies want people to buy their stuff, they use fancy words and phrases to make them interested and want to learn more. This includes things like how sentences are put together, special words, and how long the words are. Among the most important concepts from linguistics in the analysis of advertising are cohesion and coherence in text; given and new information; presupposition; the sign: a signifier and signify, and icon versus index versus symbol. At the time people started using a new way to talk to each other quickly, they started using shorter words, not following all the rules for how to write and say things, and leaving out some of the little marks that show how to pause or end a sentence.

The problem of studying concepts in commercial advertising is complex and multifaceted, requiring a thorough understanding of both linguistic theory and marketing practices. Linguists can learn how to make ads better by studying how words are used to make people want to buy things.

1.2 Conceptual analysis in the framework of Comparative studies

Advertising is mass media content intended to persuade audiences, readers, viewers or listeners to take action on products, services and ideas. The idea is to drive consumer behavior in a particular way in regard to a product, service or concept. Yet, some other scholars disagree, Cook states that advertisements can amuse, inform, misinform, worry or warn [21, p.30].

Studying advertising involves looking at two things: what advertising is and how it should be done to help sell things. The first part is about figuring out what makes advertising different from other ways of promoting things. The second part is about making sure advertising follows certain rules to be effective.

It is necessary for the advertising researcher to be objective, to take precautions so as not to affect the interpretation of recorded data, to indicate the degree of error of his data, to be a creative person.

In today's society, advertisement plays an important role in communicating messages. Among others, advertising contributes to the creation of opinions, the production of certain roles that viewers take up after their idols and the creation of shared knowledge. Overall, conceptual analysis can help researchers to develop more nuanced and insightful comparisons of commercial advertising across different cultures and contexts. A study which was carried out by Orth and Holancova [17, p.81] found that customers responded most favorably to exclusive portrayals of members of their in-group, and that women response is not effective when men are shown as superior in the advertisement. Fairclough [9, p.98] defines critical discourse analysis as a kind of social practice where power and ideology influence and interact with one another.

Advertising is very important, because it helps people know about things they might want to buy. There are many different ideas and ways to do advertising, and it changes as society alternates.

1.3 Discourse of advertising

Advertising is, first of all, a means of mass communication or “one of the private types of competitive communication”, therefore there are special requirements for the advertising text. The language of advertising occupies a special place among those functional and stylistic formations that are also related to mass communication. This special position of the advertising language is due to the specificity of the advertising activity itself.

There are quite a lot of studies on the topic of advertising and announcements in modern mass media. Markitan V. calls the deliberate reproduction and legalization of illiteracy in modern mass communications a serious ethical problem. The author considers the bilingualism that exists in our society to be the source of numerous Russianisms and calicos that can be found in advertisements. Markitan V. claims that “low quality outdoor advertising has a negative effect on the image of the customer, and banal mistakes in advertising texts can interfere with the main task of advertising – to force the consumer to use the advertised services or goods” [6, p.8].

It should also be remembered, that the advertiser is obliged to bear full responsibility for his ad. Each advertiser, advertising agency and distributor undertakes not to participate in the publication of advertising that has been deemed unacceptable by the relevant self-regulatory organization. Also, ad should not make people think that just because the product is available, the child will be smarter or more popular than other children their age, or that if the product is not purchased, the child will become less popular. Advertisements should not lead the consumer to think, that any product he sees can be easily bought by anyone. Advertising should only claim that the product is useful or can produce a certain effect.

So, the language of modern advertising is an effective mechanism of influence on the subconscious mind of a person, which has at its core a primary and specific task – to encourage action.

Conclusion to CHAPTER 1

Advertising is a way for people to share new ideas and information, and show good things about different cultures. But it is also a way for companies to try to sell things. When companies show ads over and over again, it can change the way people think about things and how things relate to each other. Even though it is not the only thing that changes our thoughts, ads are important, because people see them so much.

In summary, the advertising text has a way of thinking that matches, what people believe about how to live comfortably, which is influenced by the idea that pleasure is the most important thing and that taking care of oneself is also important. This way of thinking is shown in different ways through language.

The way advertisements talk has made people talk in a similar way, using catchy phrases and slogans. It is important for people to notice the hidden meanings in ads, so they can make smart choices when buying things. It is helpful to look at ads from different perspectives to really understand what they are trying to say. By thinking critically, people can avoid being tricked by ads and choose products for the right reasons.

CHAPTER 2. COMPARATIVE ANALYSIS OF MEANS OF VERBALIZING THE CONCEPT OF “FAMILY” IN UKRAINIAN AND AMERICAN COMMERCIAL ADVERTISING

2.1 Specifics of verbalizing the concept of “Family” in Ukrainian commercial advertising

Sometimes on TV, we see families that look different than what we usually see. This is because people are starting to realize that the world has many different kinds of families and people in it. Advertisers want to show this in their commercials and it is important, because everyone deserves to be represented.

The concept family refers to the key concepts culture its studies are devoted to the works of many scientists. Studying the role of mass communication texts as a tool formation of stereotyping is currently in attention of cognitive linguists.

As the empirical material shows, the core of the concept is the family, modeled on the basis of advertising messages, constitute such basic components like love: “Моя сім’я – що може бути дорожче”; fortress: “Калсемін: міцні кістки – міцна сім’я”; closeness: “Ми прагнемо бути якомога ближче до тих, кого дійсно любимо. Ми нова сім'я” (tariff from MTS).

In the communication of commercial advertising, treason and divorce are presented only in isolated cases. This suggests that advertising texts are more likely to reinforce traditional ideas about value, stability, the stability of the family than to destroy them. In social Ukrainian advertising, the divorce slot is updated quite often, due to the specifics this type of communication aimed at combating various kinds of social malady.

Analysis of the verbalization of the concept “Family” in Ukrainian commercial advertising from a linguistic point of view can be carried out with the help of a study of the lexical composition, linguistic means used to convey this concept, and the semantics of words.

The transmission of the “Family” concept in Ukrainian commercial

advertising is usually based on the semantics of words related to health, happiness, well-being and family unity. For example, the use of the words “любов”, “довіра”, “община”, “згуртованість”, “захист” and “дбайливість” are intended to emphasize the importance of family ties and their impact on life. Words like “батьки”, “діти”, “брати”, and “сестри” are also often used to draw attention to the constituent parts of a family and their relationships.

In addition, Ukrainian commercial advertising often uses adjectives and adjectival phrases to convey characteristics related to the concept of “Family”. For instance, “щаслива родина”, “здорова сім’я”, “безпечний дім” and “гармонійні стосунки” can be used to emphasize the importance of family values.

It is also worth paying attention to the use of language means that convey strong emotions and impressions related to the family.

Here are more examples from well-known advertisements of Ukrainian brands that use the concept of “Family”:

- “Коли є сім’я, є все” – advertisement of the brand “АТБ” (supermarket chain).
- “Сім’я – це там, де є ти” – advertising of the brand “Kyivstar” (mobile operator).
- “Все, що для сім’ї” – advertisement of the brand “Foxtrot” (household appliances store).
- “Сім’я зігріває серце” – advertising of the “Agroprodservice” brand (a company selling heating equipment).
- “Разом – це сила” – advertisement of the brand “Oschadbank” (bank).
- “Відтепер разом” – advertising of the “Autocenter ZAZ” brand (cars).

The image of the “ideal” family, exploited in advertising, indirectly indicates that the company does not just offer quality product, but also gives the opportunity to use this product, without special efforts to achieve the same harmony and understanding in the family.

2.2 The concept of “Family” in American commercial advertising

Advertising has come a long way since the catalogues and slogan posters that first characterised the practice when it began to boom in the United States during the 1920s; more and more, we are seeing fantastically inclusive ads on our screens, including many inclusive ad campaigns featuring families that show just how wide the definition of the word “family” is now. It seems like a little thing, who is depicted in an ad and who is not — but those little things add up, and the big picture definitely matters.

A big issue right now is how families are shown in ads. This is important, because families have changed a lot over time and ads use families to try to sell things. Advertisers need to think about how they show families in their ads and how it affects people. If they show families in a certain way, it can make kids think that boys and girls should act a certain way, which is not always fair.

Family is a widely used term that tends to set people in a positive mood. For the US population, family is concrete, dominant, and somewhat feminine. Make people want to buy things by making them feel good or strong when they see message.

No matter what a family looks like or how it acts, it is still a family and people are starting to understand that. Gabb stated “the salience of heteronormative models and the impact of cultural norms of family should not be underestimated” [10, p.59].

There are some amazingly inclusive family adverts that have been put out in recent years which will totally give all the feelings. For example, Airbnb have just become the latest company to release an advert promoting a diverse and changing version of the modern family: “Fun for everyone!”

The analysis of the verbalization of the concept “Family” in American commercial advertising can be considered on the basis of several aspects:

1. Semantics of words and expressions associated with the concept “Family”. In American commercial advertising, words and phrases such as “mother”, “father”, “children”, “family”, “love”, “community”, “protection’,

“provision”, “care”. These words have a strong emotional charge and are associated with the traditional idea of the family in American society.

2. Using linguistic means to reflect the concept of “Family”. Commercial advertising uses various language devices to help convey the idea of family. For example, the use of metaphors, allegories, hyperbole, similes, as well as rhetorical questions that appeal to the feelings and emotions of the audience.

3. The structure of the text and its organization. American commercials often use small family stories to convey the main idea of the ad. Also important is the sequence of presentation of information, which should attract the attention of the viewer and convey the necessary emotions to him.

4. Use of cultural aspects. The concept of “Family” is an important part of US culture, so cultural elements are often used in American commercial advertising.

Here are more examples of advertising campaigns, along with slogans and quotes, that incorporate the concept of “Family” and the brands associated with them:

- Slogan: “Open Happiness”. Coca-Cola often showcases families coming together and sharing moments of joy and happiness over a refreshing Coke. Their commercials depict families celebrating holidays, enjoying picnics, or simply bonding over a meal.

- Slogan: “For every little miracle”. Pampers, a brand specializing in baby care products, frequently features commercials that highlight the love and care parents have for their babies. These ads often showcase intimate family moments like cuddling, playing, and diaper changes.

- Slogan: “I’m lovin’ it”. McDonald’s advertisements often emphasize the idea of family meals and quality time spent together. They depict families enjoying their food at McDonald’s restaurants or engaging in playful moments while enjoying their meals.

- Slogan: “For all the moments that matter”. Johnson’s Baby commercials often revolve around the concept of “Family”, focusing on the

bond between parents and their babies. These ads showcase tender moments like bath time, bedtime routines, and nurturing care.

- Slogan: “Find New Roads”. Chevrolet has created advertisements that showcase families embarking on road trips, enjoying outdoor adventures, and making lasting memories. These campaigns highlight the brand’s vehicles as the means to bring families together for unforgettable experiences.

- Slogan: “When you care enough to send the very best”. Hallmark, known for its greeting cards and sentimental gifts, often portrays families expressing love and appreciation through their products. Their commercials often center around holidays, birthdays, and other special occasions, emphasizing the importance of family connections.

It is important for businesses to pick and use certain feelings in their advertising. For instance, a company that sells baby diapers might want to make people feel happy and emotional by talking about how special it is to become a parent.

2.3 Common and different in means of verbalizing the concept of “Family” in Ukrainian and American commercial advertising

A characteristic feature of effective advertising is the harmonious combination of the main advertising idea with the means of expression that best reflect this idea. While the American linguistic tradition has consistently treated the “language of advertising” as a separate, specific type of language, the status of advertising texts in Slavic functional stylistics remains rather dubious.

Family is an important concept in both Ukrainian and US culture. The means of verbalizing this concept may differ depending on cultural characteristics and values.

Ukrainian commercial advertising:

“Сім’я – це все для нас”. This statement uses the word “сім’я”, which is more typical for the Ukrainian language than for the American language. It also uses the word “все” to emphasize the importance of family as the main source

of happiness and satisfaction.

“Дім там, де твоя сім’я”. This expression uses the word “дім”, which is common in American culture. It also emphasizes the importance of the family and its role in a person’s life.

American commercial advertisement:

“Preserve moments with your family”. This expression uses the word “family”, but in the context of preserving moments and memories. This is emphasized by the word “preserve”, which emphasizes the importance of remembering moments with your family.

“Protect your family with our help”. This statement uses the word “family”, but in the context of protection and security, which is emphasized by the words “protect” and “help”.

Ukrainian advertising may also focus more on the traditional roles of men and women in the family, where the man is the main breadwinner and the woman is usually involved in housework and raising children. Ukrainian advertising can also be more emotional and expressive in its use of language, which emphasizes the importance of family ties.

American advertising, on the other hand, may be more focused on individualism and diversity of personality.

Thus, both examples of advertising share a common emphasis on the importance of family relationships and time together. However, in Ukraine, the ad focuses on convenience and practicality, while in the USA, the emphasis is on emotional connection.

In Ukrainian commercial advertising, the concept of “Family” is often verbalized using words and phrases that emphasize love and support. Here are some examples:

“Родина – це місце, де ти завжди в безпеці” – slogan was used by a Ukrainian insurance company to emphasize the importance of protecting family.

“Разом з родиною – завжди у першому ряді” – ad was used by a telecommunications company to promote its family plans and highlight the importance of staying connected.

“Родина – це твоє все” – advertisement was used by a retail chain to promote its products for the whole family.

“Кохання починається з родини” – that was used by a jewelry brand to promote its family-themed jewelry.

“Сімейні цінності – це основа успіху” – it was used by a Ukrainian bank to promote its family savings plans.

Overall, in Ukrainian commercial advertising, the concept of “Family” is often used to evoke emotions of love, togetherness, and support.

The concept of family in American commercial advertising is often portrayed as a group of people who share a close bond and support each other through thick and thin. Advertisers often use this theme to appeal to emotions and create a sense of relatability and trust with their audience. Here are a few examples of how the concept of family is verbalized in American commercial advertising:

- “Sharing moments together”: advertisers often showcase families spending quality time together, such as sharing meals or going on vacations. For instance, in a commercial for a theme park, a family is shown having fun on roller coasters and enjoying time together.

- “Supporting each other”: depiction of family members supporting each other through difficult times, such as illness or loss – in a commercial for a life insurance company, a family is shown coming together to support each other after the death of a loved one.

- “Creating memories”: the concept of family is used to evoke nostalgia and memories of happy times. May be in a commercial for a car brand, a family is shown driving to the beach and creating memories that will last a lifetime.

- “Representing diversity”: this slogan may use families to represent diversity and inclusion. For example, in a commercial for a clothing brand, a family with members of different races and ethnicities is shown shopping together and having fun.

The concept of family is often used in American commercial advertising

to create an emotional connection with consumers and appeal to their values and beliefs.

A characteristic feature of effective advertising is a harmonious combination of the main advertising idea with those means of expression that best reflect such an idea.

Conclusion to CHAPTER 2

To sum up, as more and more countries trade with each other, advertising is becoming really important. Advertising is different from regular writing, and it is really important for businesses which want to sell their products in other countries. Nowadays, advertising is really important for both companies and people. It is like a way of talking to each other. Companies can tell people about their stuff in a way that makes a person wants to buy it. And people can learn about all kinds of things they might want to buy. It is become a really big part of how companies sell their things. Different companies, starting from the multinational firms and local firms attaches increasing importance of advertising in order to present their products and services to important markets. In functioning market economies, consumers have learned to use the advertising information in their purchase decisions.

The idea of family means different things to people, depending on if they see it in commercials or social ads. In advertisements, they sometimes add made-up ideas to make people feel a certain way. In social ads, the idea of family can make people feel love and care, or fear and stress if they do not follow what society says. In commercials, they usually show family as happy and positive. Companies really want families to buy their stuff, like food and drinks, cars, and even things like insurance. This shows how much companies care about families.

CONCLUSIONS

The study concludes that the perception of the “family” concept by Ukrainian and American audiences has certain common features, but they also have their differences.

Ukrainian commercial advertising, according to the study, more often uses the concept of “Family” as a motivator for the purchase of goods. American advertising, on the other hand, uses the concept of “Family” more actively as a background component.

It was also found that Ukrainian commercial advertising tends to use stereotypes about the role of men and women in the family, while American advertising tries to reflect diversity and inclusiveness.

The aim of the work was achieved. Every set task was accomplished, that are:

- revealed the main approaches in studying concepts in modern linguistics;
- highlighted the theory of concepts in commercial advertising;
- analyzed common and different in means of verbalizing the concept of “Family” in Ukrainian and American commercial advertising.

In both Ukrainian and American commercial advertising, the concept of “Family” is often used to evoke feelings of warmth, togetherness, and emotional connections with a product or service. However, the ways in which the concept of “Family” is verbalized in these two cultures can differ in certain respects.

In Ukrainian advertisement the concept of “Family” is often emphasized through the use of familial terms, such as “родина”, which directly translates to “family.” For example, a Ukrainian commercial for a family restaurant might use the phrase “запрошуємо всю родину”. This direct reference to the family unit emphasizes the importance of family ties and the idea of coming together as a family.

In American advertisement the concept of “Family” is often emphasized through the use of emotional appeals and shared experiences. For instance, a

commercial for a fast food chain might show a family enjoying a meal together, laughing and smiling. The focus is less on the term “family” itself and more on the experience of being together with loved ones.

However, there are also similarities in the ways that the concept of “Family” is used in advertising in both cultures. Both Ukrainian and American ads often highlight the importance of family as a source of emotional support and comfort. Additionally, both cultures often emphasize the idea of family as a core value that transcends individual differences and brings people together.

Finally, while there may be some differences in the way that the concept of “Family” is verbalized in Ukrainian and American advertising, both cultures place a strong emphasis on the importance of family in their respective societies.

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APPENDIX

Pictures with examples



Pic. 2.2 Motorola TV Advertising.



Pic. 2.3 NintendoWii Advertising.