

New Language in Advertising: The Language that Works

Do you know what is trending in advertisements?

Have you ever wondered why some ads work and some don't?

Introduction

Say the word advertising to someone, and the immediate images will spring to mind: billboards, television ads, buses with banners, flyers shoved under your nose – the list goes on. Advertising is ubiquitous in modern society, and while many people have some understanding of the power it wields over our everyday choices, few realise the subtle nuances of advertising that cause it to be so effective. Language is the ultimate power in advertising. A firm company name and tagline can make or break a product. With the advent of social media and web 3.0, the written word has become more prominent than ever. People are constantly reading on social media, albeit not in the conventional sense. But with such a text-based form of media dominant, advertising and how it inhabits our lives has changed. The language in advertising is essential to ensure the success of an advertisement regardless of online or offline. The question is, have you mastered the skills of a new language in an advertisement?

Program Objectives

This program aims to:

- Expose to participants with the art of new language of advertising
- Application of visual audio as the new language of advertising.

Learning Outcomes

After completing this program, the participants should be able to:

- Use the new language of advertising to boost the effectiveness of advertisement
- Apply various technique in a new language of advertising

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Marketing personnel, Business Developer, Marketing Managers, Senior Management, and anyone who would like to create an effective advertisement.

Program Outline

Day One	
Time	Topics
9:00am – 10:30am	<p>The Evolution of Advertisement and Language</p> <p>In this module, participants would learn the evolution of world advertisement printing, broadcasting, and online platforms. At the same time, the participants would understand that nonverbal communication will transform the internet world.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Advertisement and Communication</p> <p>Participants would learn the semiotic approach and linguistic approach that link between advertisement and communication in this module. Thus, this module gives the fundamentals of advertising and communication.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Communication</p> <p>The participants would learn the communication and inference, ostensive-inferential communication, standard in communication, relevance and cognition, and the implications in this module.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Convert Communication</p> <p>The topic of this module includes trust and social co-operation in ostensive communication, the advantage of engaging in covert communication, covert communication in advertising.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Puns as the New Language</p> <p>In this module, the participants would learn puns, ambiguity, and relevance theory. The other puns concept includes pins in advertising, nonsense puns, puns and context, puns and sexual innuendo, and puns with two communicated meanings.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Metaphors as the New Language</p> <p>This application module looks at the approach to metaphor. Then, the participants would learn how to apply metaphors in advertisements.</p>

1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>The Language of the Brain</p> <p>In this module, participants would learn the direct use of brain imaging, scanning, or other brain activity measurement technology to measure a subject's response to specific products, packaging, advertising, or other marketing elements.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Nudges as New Language of Advertisement</p> <p>In this module, the participants would learn the various concepts of bias in choice. Besides, the participants would learn the choice architecture, heuristics, loss aversion, and other concepts in behavioural economics to be applied in the advertisement.</p>