

# Advertising 1

<b>ubiquitous</b> [ju:'bɪkwɪtəs] advertising	<i>seeming to be everywhere</i>	<b>allgegenwärtige</b> Werbung
to <b>resist</b> a message	<i>to stop yourself from having something that you like very much or doing something that you want to do</i>	einer Botschaft <b>widerstehen</b>
to <b>attract</b> attention	<i>to make someone interested in something</i>	Aufmerksamkeit <b>erregen</b>
to create a <b>desire</b>	<i>a strong hope or wish</i>	einen <b>starken Wunsch</b> wecken
to <b>appeal</b> to the customer	<i>if someone or something appeals to you, they seem attractive and interesting</i>	den Kunden <b>ansprechen</b>
to <b>flatter</b> the consumer	<i>to praise someone in order to please them or get something from them, even though you do not mean it</i>	dem Verbraucher <b>schmeicheln</b>
to <b>point out</b> the features of a product	<i>to tell someone something that they did not already know or had not thought about</i>	auf die Eigenschaften eines Produkts <b>hinweisen</b>
to <b>highlight</b> its quality	<i>to make a problem or subject easy to notice so that people pay attention to it</i>	seine Qualität <b>hervorheben</b>
to be <b>superior</b> to one's competitors	<i>better, more powerful, more effective etc than a similar person or thing, especially one that you are competing against</i>	seinen Mitbewerbern <b>überlegen</b> sein
an <b>inferior</b> product	<i>not good, or not as good as someone or something else</i>	ein <b>minderwertiges</b> Produkt
to illustrate the <b>benefits</b> of a product	<i>an advantage, improvement, or help that you get from something</i>	die <b>Vorzüge</b> eines Produkts veranschaulichen
a product <b>allegedly</b> [ə'ledʒɪdli] solves a problem	<i>used when reporting something that people say is true, although it has not been proved</i>	ein Produkt löst <b>angeblich</b> ein Problem
to tell a <b>gripping</b> little story	<i>very exciting and interesting</i>	eine <b>packende</b> kleine Geschichte erzählen
to <b>seduce</b> people	<i>to make someone want to do something by making it seem very attractive or interesting to them</i>	Leute <b>verführen</b>
the art of <b>seduction</b>	<i>something that strongly attracts people, but often has a bad effect on their lives</i>	die Kunst der <b>Verführung</b>
to <b>beguile</b> [br'gaɪl] the viewer into buying	<i>to persuade or trick someone into doing something</i>	den Betrachter zum Kaufen <b>verführen</b>
to have a short <b>attention span</b>	<i>the period of time during which you continue to be interested in something</i>	eine kurze <b>Aufmerksamkeits-spanne</b> haben

# Advertising 2

a <b>commercial</b> with a funny twist	<i>an advertisement on television or radio</i>	ein <b>Spot</b> mit einer lustigen Wendung
to establish a <b>brand</b>	<i>a type of product made by a particular company, that has a particular name or design</i>	eine <b>Marke</b> etablieren
a <b>trustworthy</b> expert	<i>someone who can be trusted and depended on</i>	ein <b>vertrauenswürdiger</b> Experte
celebrities/celebs <b>endorse</b> a product	<i>to say in an advertisement that you use and like a product</i>	Stars <b>loben</b> ein Produkt
a <b>recurring</b> character	<i>if something, especially something bad or unpleasant, recurs, it happens or appears again</i>	eine <b>wiederkehrende</b> Figur
to show <b>good-looking</b> people	<i>attractive</i>	<b>gut aussehende</b> Leute zeigen
to make <b>exaggerated</b> claims	<i>described as better, larger etc than it really is</i>	<b>übertriebene</b> Behauptungen aufstellen
to make <b>vague</b> [veɪg] promises	<i>unclear because someone does not give enough detailed information or does not say exactly what they mean</i>	<b>vage</b> Versprechungen machen
to address the <b>target group</b>	<i>a limited group, area etc that a plan, idea etc is aimed at</i>	die <b>Zielgruppe</b> ansprechen
a <b>memorable</b> [memrəbl] slogan	<i>very good, enjoyable, or unusual, and worth remembering</i>	ein <b>einprägsamer</b> Slogan
to create a <b>mood</b>	<i>the way you feel at a particular time</i>	eine <b>Stimmung</b> erzeugen
to <b>convey</b> an emotion	<i>to communicate or express something, with or without using words</i>	ein Gefühl <b>vermitteln</b>
to <b>parody</b> a movie	<i>to copy someone or something in a way that makes people laugh</i>	einen Film <b>parodieren</b>
a <b>hilarious</b> parody (of)	<i>extremely funny</i>	eine <b>wahnsinnig komische</b> Parodie (auf)
to <b>allude</b> to a movie	<i>to mention something or someone indirectly</i>	auf einen Film <b>anspielen</b>
a <b>subtle</b> [ˈsʌtl] allusion (to)	<i>not easy to understand unless you pay careful attention</i>	eine <b>subtile</b> Anspielung (auf)
a <b>hackneyed</b> [ˈhæknɪd] formula	<i>boring because it has been used so often</i>	eine <b>abgedroschene</b> Formel
a common <b>technique</b> [tekˈnɪk]	<i>a special way of doing something</i>	eine häufige <b>Technik</b>
to make use of female <b>stereotypes</b>	<i>an often unfair or untrue belief or idea of what a particular type of person or thing is like</i>	weibliche <b>Klischees</b> benutzen