ENG1313 BUSINESS COMMUNICATION

TOPIC 6:
Written Communication

BY MISS RAHA

Doa starting class

رَبِّ زِدْنِي عِلْمًا وَارْزُقْنِيْ فَهْمًا

Oh Allah, increase me in knowledge and understanding

Understanding Written Communication

- Concept of advertising
- Key elements and strategies of advertising
- Explore current trends and challenges in advertising

Learning outcomes

1. Students will be able to define advertising and explain its role in business communication.
2. Students will be able to identify the key elements of an effective advertisement.
3. Students will be able to discuss recent trends and challenges in advertising.

What is Advertising?

Advertising is a form of communication used by businesses and organizations to promote their products, services, or ideas to a target audience. It is designed to influence consumer behavior by creating awareness, generating interest, and desire to encourage action, such as making a purchase. Advertising uses various media channels such as television, radio, newspapers, digital platforms, and social media to deliver messages in creative and persuasive ways. It plays a crucial role in shaping public perception, building brand identity, and supporting overall marketing and business goals.

Advertising

1

Communication to promote products, services, or ideas.

2

Influences consumer decisions.

3

Delivered through various media channels.

Importance of Advertising

1

Builds brand awareness and image.

2

Drives sales and business growth.

3

Differentiates from competitors.

4

Informs and educates customers.

1

Builds brand identity and customer loyalty.

2

Supports marketing and sales goals.

3

Communicates company’s values and offers.

4

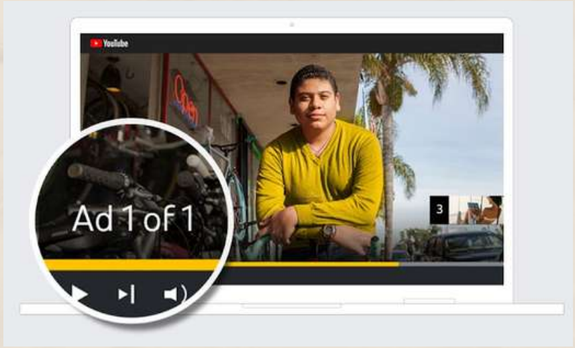
Reaches and attracts new customers.

Role of Advertising

Types of Advertising

1. Print (newspapers, magazines)

2. Broadcast (TV, radio)



3. Digital (social media, websites)

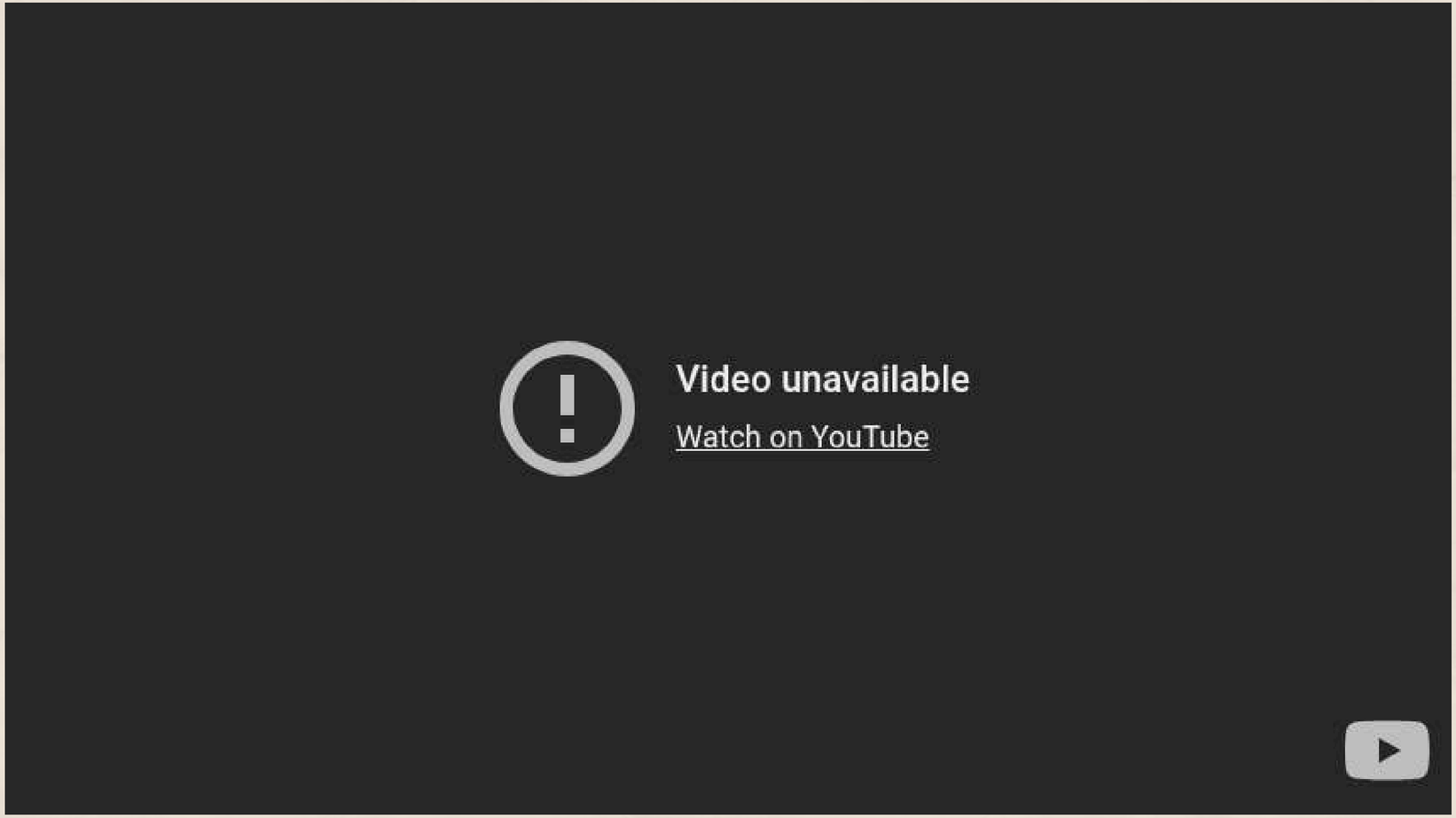
4. Outdoor (billboards, transit ads)

Key Elements of Effective Advertising

Advertising Strategies

1. Emotional appeal: connect through feelings
2. Rational appeal: focus on facts and benefits
3. Humor: engage through entertainment
4. Celebrity endorsement: build trust and credibility

Emotional Appeal



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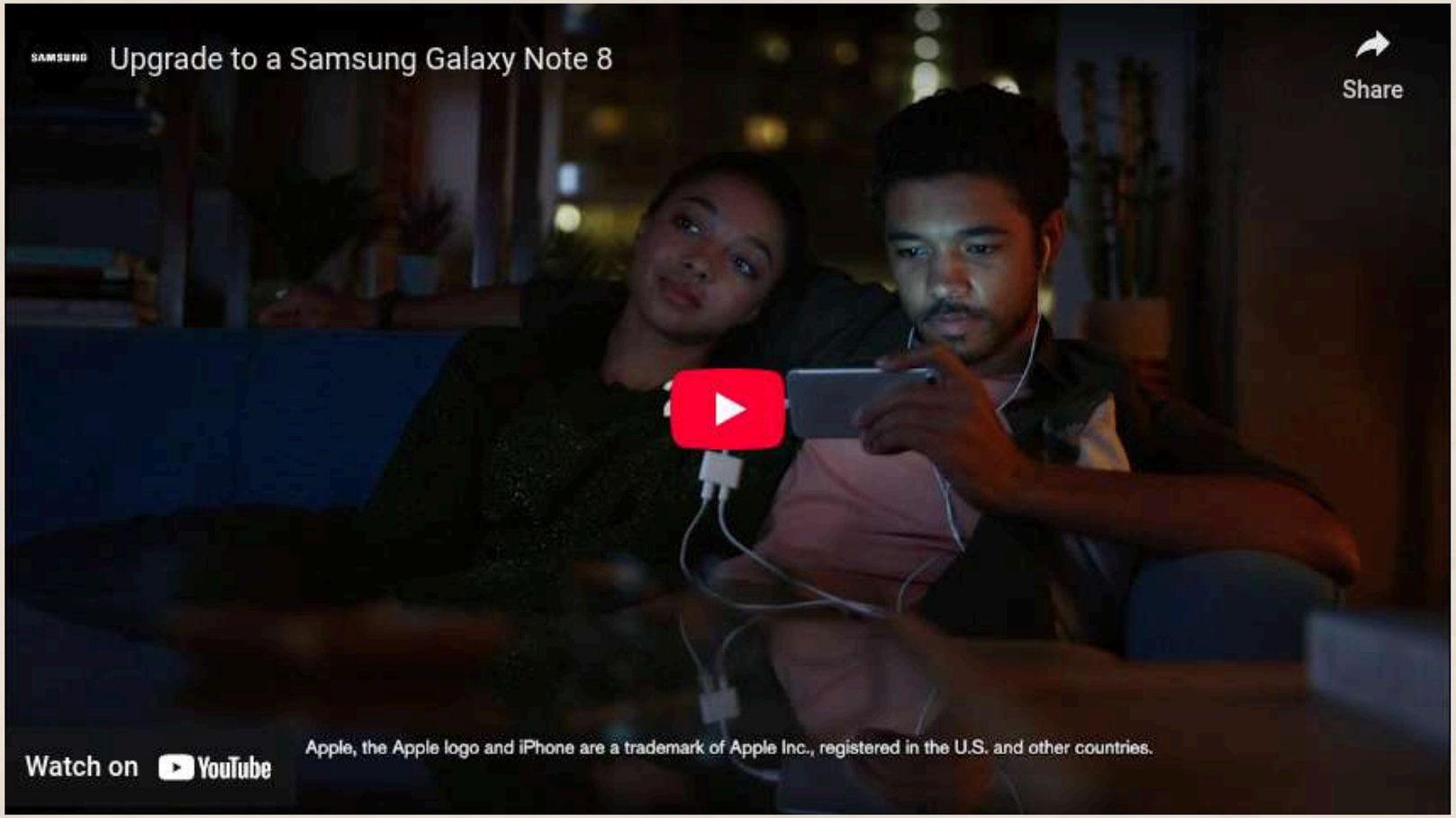
Rational Appeal



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Humor

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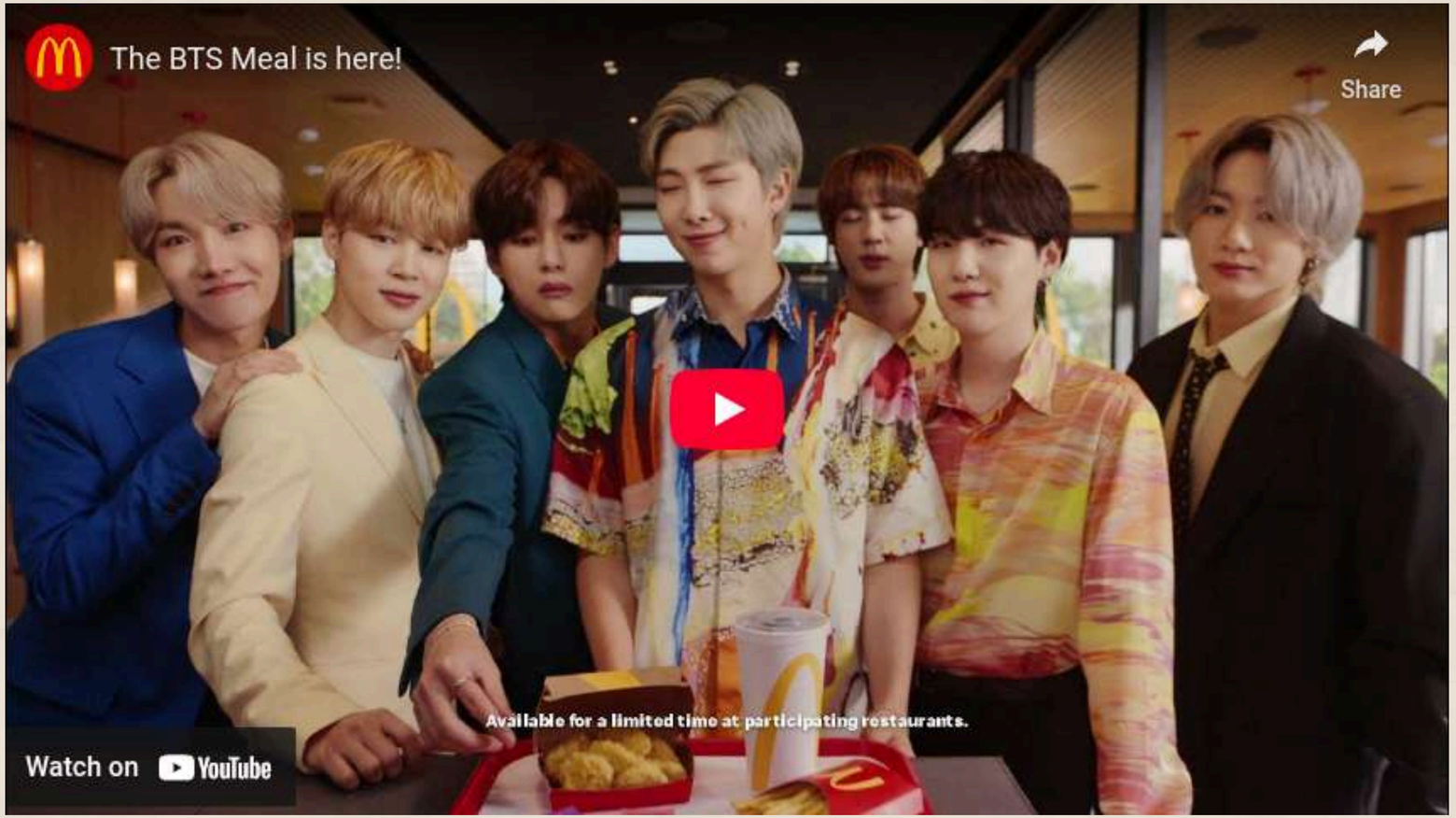
Celebrity Endorsement



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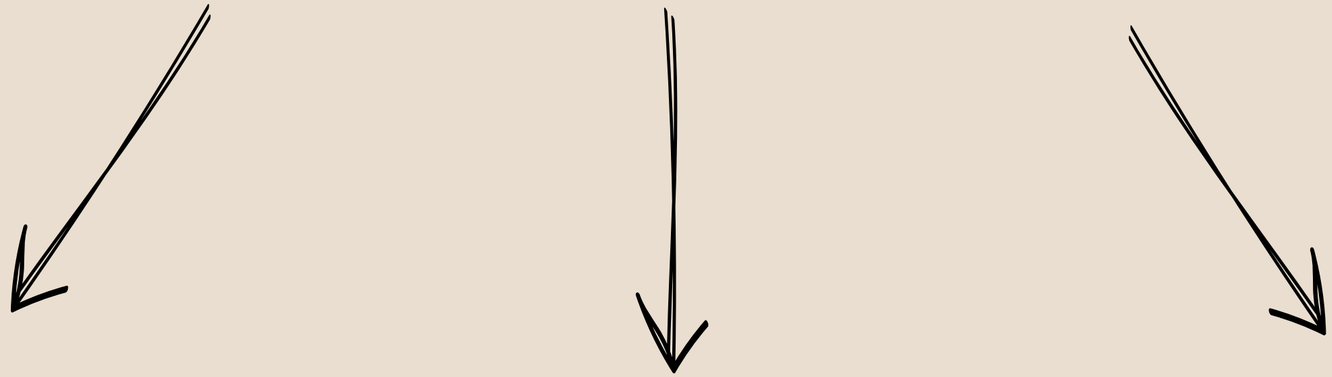
Advertising Approaches



1

Production-Oriented Approach

2

Sales-Oriented Approach

3

Marketing-Oriented Approach

Production-Oriented Approach

- **Focus:** Internal efficiency and mass production
- **Belief:** "If we make it, people will buy it."
- **Goal:** Lower costs through large-scale production
- **Customer role:** Limited – customer needs are not the main priority
- **Example:** Early industrial businesses like Ford in the 1900s focused on producing affordable cars in high volume.

Sales-Oriented Approach

- **Focus:** Selling what the company produces
- **Belief:** "With the right persuasion, we can sell anything."
- **Goal:** Increase sales through aggressive promotion and selling techniques
- **Customer role:** Viewed mainly as buyers, not long-term partners
- **Example:** Insurance or vacuum cleaner companies using door-to-door or pushy sales tactics.

Marketing-Oriented Approach

- **Focus:** Understanding and meeting customer needs
- **Belief:** "Find out what customers want and give it to them better than anyone else."
- **Goal:** Build long-term relationships and customer satisfaction
- **Customer role:** Central to the business strategy
- **Example:** Brands like Apple or Amazon, which design products and services based on customer feedback and preferences.

Trends in Advertising

Rise of influencer marketing

Use of personalized and data-driven ads

Interactive ads with AR/VR technology

Challenges in Advertising

High competition and ad overload

Ethical issues and truthful representation

Adapting to changing consumer behavior

Task

In group of 5 members;

1. Choose any product that you want to advertise.
2. Design a billboard ad that includes a product name, slogan, image, and a short message or benefit.
3. Make your ad eye-catching and persuasive—think about colors, layout, and powerful words.
4. Be ready to briefly present your billboard and explain your design choices.

Thank you