



*ELC - BH - 2011*

# ***TEACHING ENGLISH AS A FOREIGN LANGUAGE TO PROFESSIONALS IN ADVERTISING USING CORPORA***

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## ACKNOWLEDGMENTS

- ◆ Tony Berber Sardinha (MA supervisor);
- ◆ CAPES;
- ◆ GELC – group of studies in Corpus Linguistics at São Paulo Catholic University;
- ◆ ELC audience.

## RESEARCH GOAL

Develop corpus-based materials for the teaching of English as a foreign language to professionals in Advertising.

## QUESTIONS

- ◆ What are the lexicogrammatical patterns in the *AD* corpus?
- ◆ What activities can be developed for the students of English who work in this field?

GAP

Teaching English as a foreign language to help advertisers communicate professionally has been a great challenge, as the materials available in the market fail to meet their need.

# THEORETICAL FRAMEWORK

## **CORPUS LINGUISTICS (Sinclair, 1991; 2004; Willis, 1990)**

Dedica-se à coleta criteriosa e exploração de conjuntos de dados linguísticos textuais, denominados corpora, e proporciona a pesquisa, o estudo e a exploração da língua.

# THEORETICAL FRAMEWORK

## LEXICAL SYLLABUS (Willis, 1990; Sinclair & Renouf, 1988)

- ◆ Focus on 'the commonest word forms in a language', 'the central patterns of usage' and 'the combinations which they usually form'. (SINCLAIR AND RENOUF, 1988, p. 148)
- ◆ 'Taking lexis as a starting point enables us to identify the commonest meanings and patterns and to offer students a picture which is typical of the way English is used'. (WILLIS, 1990, p. 129)

## CORPUS AND PROCEDURES

### 1) AD corpus design and collection:

Digital magazine: *AdAge*

↳ 1,004,733 / 1,118 texts;

↳ collected from September 2009 to March 2011.

#### Articles called '*stories*' :

- Published weekly;
- News about agencies and their work, awards, events, etc.

#### Articles called '*blogs*' (shorter than stories):

- Published daily;
- Issue related to Advertising + writer's opinion on it.

#### Transcriptions of videos called '*3 minute Adage*':

- Videos of 3 minutes about a topic, an agency, a campaign, etc. They're similar to a TV news reportage: the topic is presented and there's usually an interview related to it. They can be watched online or downloaded through *iTunes*. Many are available on *Youtube*.

## PROCEDURES

### **2) Keywords:**

Extraction of keywords by comparing the AD corpus with the BNC (British National Corpus), in order to identify the lexicogrammatical patterns of the AD corpus using the Keywords – Wordsmith Tools.

### **3) Concordancing for patterns:**

Identification and selection of the lexicogrammatical patterns to be used in the activities using the Concordance – Wordsmith Tools.

### **4) Classes and activities:**

Designing of activities, centered on the concordance and on the text (Berber Sardinha, 2010) using AntConc.



## CONTEXT

- ◆ School – specializes in teaching English to advertisers
- ◆ Private teachers who teach those professionals
  - Classes in advertising agencies;
  - Groups of 2-5 students;
  - Computer and Internet available;

### Students' difficulties:

- ◆ Communicating professionally and using specialist lexis appropriately.

### Current syllabus and methodology:

- ◆ Texts about Advertising used in class to teach grammar and vocabulary.

## CONTEXT

### Typical classes 'in company':

- Comission someone to teach (and develop materials);
- Teachers and developers make na attempt to cater for the students' needs and wants;
- The students don't usually want to learn a specific genre;
- They generally know the terms and vocabulary, but not how to use them.

# CONTEXT

*School - commissioned my work as materials developer.*

## Syllabus and Methodology:

- ◆ Texts and videos about Advertising:  
selected by teachers AND students;
- ◆ Language:
  - ◆ Authentic (Mishan, 2005);
  - ◆ Lexicogrammar;
  - ◆ Usage patterns;
  - ◆ Combinations.



## CONTEXT

School - commissioned my work as materials developer.

### Background:

- ◆ Experience in teaching English in Language schools, private classes and 'in company' – 15 years;
- ◆ Experience in materials design for a language schools group;
- ◆ 2008 – started materials design in corpus and their application in classes → different techniques to display the corpus;

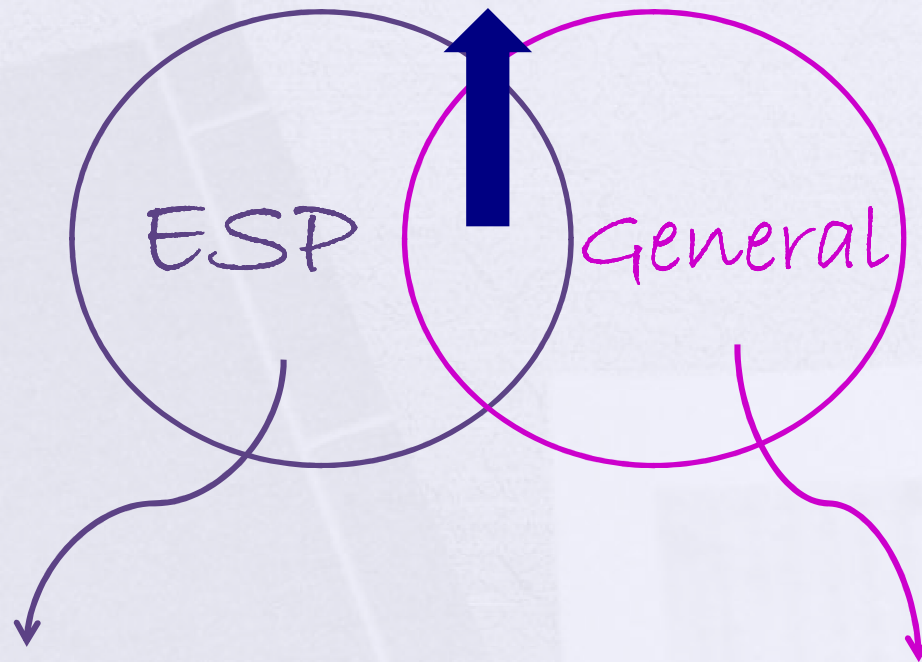


FRAMEWORK

## Framework :

- ◆ Lexical Syllabus (Willis, 1990) → lexical approach;
- ◆ DDL (Johns, 1991) → discovery /students as active learners;
- ◆ Concordance-based activities (Berber Sardinha, 2009);
- ◆ Text-based activities (Berber Sardinha, 2009);
- ◆ Multimedia approach (Berber Sardinha, 2009):
  - Incorporate technology:
    - Design a corpus with the texts teachers have already been collecting;
    - Use software – *Wordsmith Tools* and *AntConc*;
    - Use online concordancers – *COCA*, *Compleat Lexical tutor*.

What kind of materials? Halfway between ESP and General English.



- Informal needs analysis;
  - Field specific input material;
  - Cater for needs and wants;
  - Single professional group focus.
- Outcome is not directly linked to source texts;
  - Student-centered activities in communicative focus ;
  - Use of a general English corpus (COCA).

KEYWORDS  
(WORDSMITH TOOLS)



N	Key word		
1	AD	11	ADS
2	MEDIA	12	ONLINE
3	MARKETING	13	AGENCY
4	BRAND	14	GOOGLE
5	MARKETERS	15	CEO
6	FACEBOOK	16	DIGITAL
7	COM	17	TV
8	BRANDS	18	TWITTER
9	ADVERTISING	19	ADAGE
10	CONSUMERS	20	U

PATTERNS:  
AD / ADVERTISING



- ad spending
- ad networks
- ad revenue

- ad campaign
- ad dollars
- ad industry

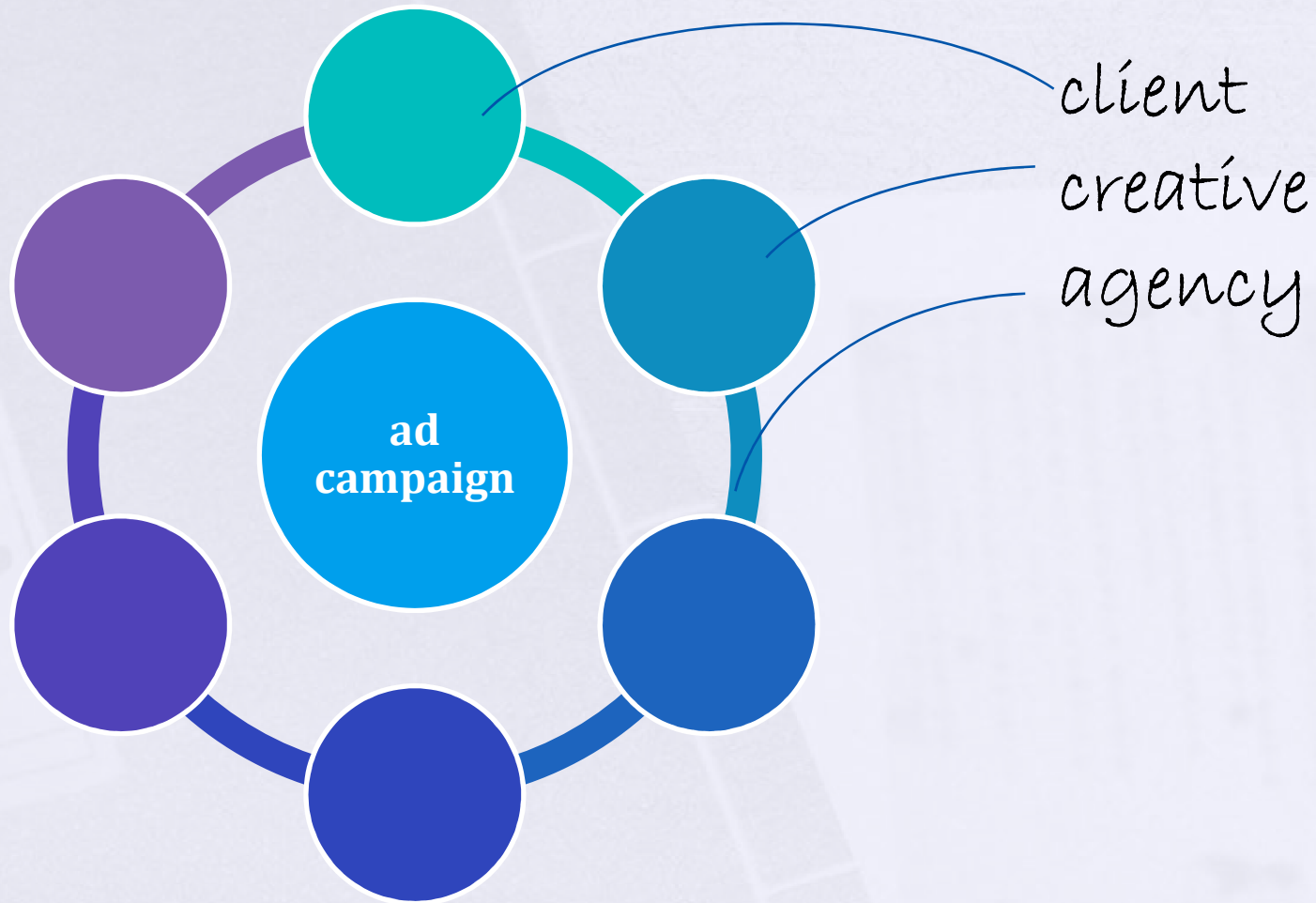
## ACTIVITIES:

- ◆ START FROM THE PATTERN
- ◆ START FROM THE TEXT / VIDEO



# ACTIVITY – PATTERN: AD/ADVERTISING CAMPAIGN

1) Think about everything that involves an ad campaign:



2) Look at the right of 'ad campaign' and mark:

a → for the ones that are about the agency (that created the campaign)

b → for the ones that are about the product / brand

c → for the ones that are about the purpose of the campaign

- ( ) athan Fox somewhat, but he largely credits an **ad campaign** from Publicis Worldwide, New York, th  
( ) 75 employees. Chrysler breaks the "New Day" **ad campaign** from BBDO. The spots use third-party  
( ) or a sweet deal in which LBL will create a new **ad campaign** to stimulate sales at 50% off their nor  
( ) sen, CMO of the clinic, which started a national **ad campaign** earlier this year from Adworks, Washi  
( ) cognized the need for an organized, strategic **ad campaign** to drive the ongoing demobilization eff  
( ) new standard of the world," and forthcoming **ad campaigns** for the brand will center on a theme  
( ) h new storytelling techniques and high-impact **ad campaigns** like the great ads for Apple. But ev  
( ) rs to attend "the unveiling of its first global **advertising campaign**" from TBWA/Chiat/Day tomo  
( ) nfirm details about the upcoming national **advertising campaign** for Via, other than the offi  
( ) at's not to say there aren't marketing and **advertising campaigns** for the Beatles' selected p

2) Underline the words that common to each one. What pattern can you see?



ad campaign < from  
for  
to

3) Read the excerpts below and identify:

- ◆ what kind of ad campaign they are about;
  - ◆ the name of the ad campaign;
  - ◆ in which ones you know about the company or agency involved in the campaign.
- 
- a) Several years ago, the Syracuse University football team did an **ad campaign** in New York City...
  - b) "The Beatles: Rock Band," for instance, launched last week with an estimated \$20 million **ad campaign**...
  - c) Sergio Jaramillo, Colombia's vice minister for defense, recognized the need for an organized, strategic **ad campaign** to drive the ongoing demobilization effort...
  - d) ...LBL will create a new **ad campaign** to stimulate sales at 50% off their normal sticker price for creative services.
  - e) Chrysler breaks the "New Day" **ad campaign** from BBDO.
  - f) It was a nod, of course, to the software giant's ongoing **ad campaign** from agency Crispin Porter & Boguysky.
  - g) The company wouldn't confirm details about the upcoming national **advertising campaign** for Via...
  - h) New York-based journalists have gotten invites from the French tire maker and awardee of restaurant stars to attend "the unveiling of its first global **advertising campaign**" from TBWA/Chiat/Day tomorrow...

- a) Several years ago, the Syracuse University football team **did an ad campaign** in New York City...
- b) "The Beatles: Rock Band," for instance, **launched last week with an estimated \$20 million ad campaign...**
- c) ..."The new standard of the world," and **forthcoming ad campaigns** for the brand will center on a theme that Mr. Ewanick liked...
- d) ...LBL will **create a new ad campaign** to stimulate sales at 50% off their normal sticker price for creative services.
- e) Chrysler breaks the **"New Day" ad campaign** from BBDO.
- f) It was a nod, of course, to the software giant's **ongoing ad campaign** from agency Crispin Porter & Boguksy.
- g) The company wouldn't confirm details about the upcoming **national advertising campaign** for Via...
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- ◆ the ad campaign called "..."
- ◆ the next ad campaign
- ◆ make / publish an ad campaign
- ◆ actual / world ad campaign

3) Do some research on the corpus collected or on COCA (*Corpus of Contemporary American English*) and find more instances of:

- what collocates with ad campaign;
- verbs that collocate with ad campaign(s);
- adjectives that collocate with ad campaign(s).

COCA – * + ad campaign*		
	<input type="checkbox"/>	CONTEXT
1	<input type="checkbox"/>	AN AD CAMPAIGN
2	<input type="checkbox"/>	NEW AD CAMPAIGN
3	<input type="checkbox"/>	THE AD CAMPAIGN
4	<input type="checkbox"/>	MILLION AD CAMPAIGN
5	<input type="checkbox"/>	" AD CAMPAIGN
6	<input type="checkbox"/>	'S AD CAMPAIGN
7	<input type="checkbox"/>	TELEVISION AD CAMPAIGN

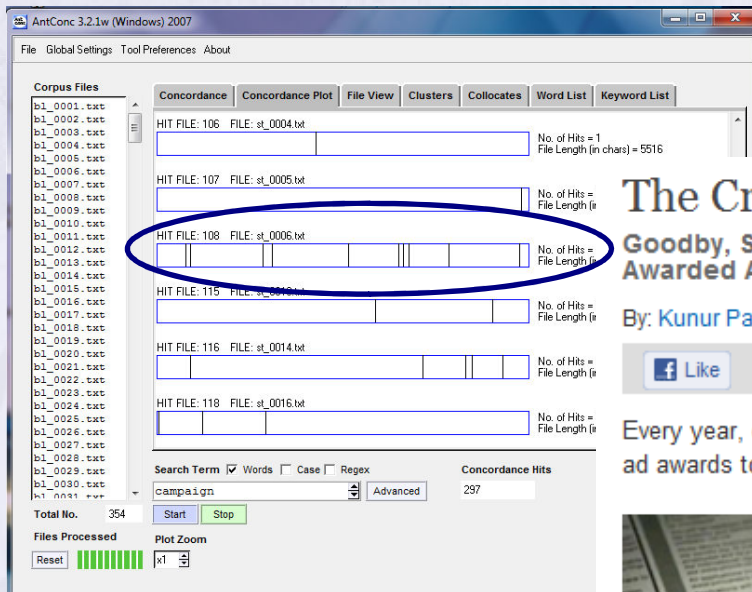
COCA – verb + an ad campaign		
	<input type="checkbox"/>	CONTEXT
1	<input type="checkbox"/>	LAUNCHED AN AD CAMPAIGN
2	<input type="checkbox"/>	DO AN AD CAMPAIGN
3	<input type="checkbox"/>	DEVELOPING AN AD CAMPAIGN
4	<input type="checkbox"/>	DESIGNING AN AD CAMPAIGN
5	<input type="checkbox"/>	DESIGNED AN AD CAMPAIGN
6	<input type="checkbox"/>	LAUNCHING AN AD CAMPAIGN
7	<input type="checkbox"/>	BEGAN AN AD CAMPAIGN

<http://corpus.byu.edu/coca/>

4) Are these collocations similar or different from the ones found in the AD corpus? How? Why is that?

# FURTHER PRACTICE WITH A TEXT

Finding a text for further practice using the corpus collected and *AntConc (Concordance plot)*



## The Creativity Awards Report

Goodby, Silverstein & Partners Tops Agency Winners, While BBDO Remains the Most-Awarded Ad Network

By: Kunur Patel

Published: September 28, 2009

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Every year, once the gold dust has settled, Ad Age's *Creativity combs* through the results of the leading global ad awards to determine which people, companies and campaigns claimed the most hardware.



This CumminsNitr campaign for Tourism Queensland was the most-awarded campaign of 2009.

This year, top agencies earned distinction largely due to interactive work. But it's not just interactive know-how that sets an agency apart to awards juries. The most-awarded agency of 2009 is [Goodby](#), Silverstein & Partners, a shop that simultaneously was named Cannes' digital agency of the year and, according to our count, had the most-awarded TV spot this season with "Rabbit" for Comcast.

What's more, the San Francisco-based Omnicom agency didn't earn this distinction for hitting one home run that won everything — last year's top winners could chalk success up to standout campaigns like HBO's "Voyeur" and "Halo 3." A broad range of award-winning work and strength across media proved fruitful for Goodby, which won for work such as the YouTube-quaking "Warioland Shake It" for Nintendo, the split-

screen "There Can Only Be One" spots for the NBA that inspired spoofs on the cover of Time magazine and on SNL, the "Save the Honey Bees" campaign for HDagen-Dazs and the virtual haunted "Hotel 626" for Doritos. Goodby also won for the first augmented-reality campaign for a major advertiser, the GE Plug into the Smart Grid website, as well as the data-crunching Sprint Now widget.

See all the winning work

Last year, Goodby was the eighth agency on our awards list. Agency co-

## FURTHER PRACTICE WITH A TEXT

5) Read the first part of the text below and decide in which of the black spaces the following words fit:

standout  
for  
"Save the honey bees"  
most-awarded  
for

### The Creativity Awards Report

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<http://adage.com/article/agency-news/creativity-awards-report-2009/139270/>

6) Talk about:

- ◆ the campaigns mentioned in the text;
- ◆ ongoing / forthcoming campaigns.

# GREEN MARKETING

## DISCUSSING THE TOPIC: GREEN MARKETING

Take a look at the extract below and discuss:

- Where is it from? How do you know that?
- Discuss the topic *Green Marketing* and what you know about agencies/companies that use it.

According to the [American Marketing Association](#), **green marketing** is the marketing of products that are presumed to be environmentally safe.<sup>[1]</sup> Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.<sup>[1]</sup> Other similar terms used are **Environmental Marketing** and **Ecological Marketing**.

The legal implications of marketing claims call for caution. Misleading or overstated claims can lead to regulatory or civil challenges. In the USA, the Federal Trade Commission provides some guidance on environmental marketing claims.<sup>[2]</sup>

### Contents [hide]

- 1 History
- 2 Greenhouse gas reduction market
- 3 Popularity and effectiveness
  - 3.1 Ongoing debate
  - 3.2 Confusion
  - 3.3 Statistics



# GREEN MARKETING

The video you're going to watch introduces a new media vehicle related to Green Marketing. What can you predict about it by looking at these words taken from it?

- at the same time
- a bad impact
- a chance to
- a dense distribution
- a little crazy
- a new kind
- a new way
- an alternative to
- best marketing ideas
- an eco friendly
- a functional capability

comparing?

problem solving?

positive or negative?

## FEEDBACK FROM STUDENTS

Positive:

- ◆ Study of language they need to use at work;
- ◆ Study of patterns – students are more aware of them;
- ◆ Using online concordances becomes a habit;

Negative ?

- ◆ They don't feel they're studying grammar, and theybut they do want grammar lessons

**GRAMMAR  
GHOST**

Students:

- fear it;
- don't like it;
- think it's important;
- miss it.

**AWARENESS RAISING**

They're studying grammar in a different way, not through decontextualized and inventes examples



## LIMITATIONS AND ISSUES

- ◆ Compilation of the corpus;
- ◆ Selection of syllabus;
- ◆ Designing of the activities – creativity / different
- ◆ Preparation of classes – time consuming ?



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**THANK YOU!**

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<http://corpuslg.org/gelc/gelc.php>