

영어 6주 강의자료

제5장 The Role of the Media (미디어의 역할)

<제5장의 학습목표>

1. **correctly identify** the **channels** of advertising.
(광고의 **통로**를 정확하게 확인 시킴)
2. **briefly discuss** the **factors** to be considered during media planning.
(**매체기획** 시 고려해야 할 **요소들** 간단히 논의)

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제5장 The Role of the Media

Objectives: After completing this assignment, the student will **be able to**

1. **correctly** identify the channels of advertising and
2. **briefly** discuss the factors to be considered during media planning.

Advertising is **the form of** communication the businessperson uses to **inform** the public about products and services.

*별도로 문장을 시작해서 부사가 온 것이지 **to 부정사** 다음 바로 **부정사** 못 옴
붙여 쓰려면 **to identify** the channels of ad **correctly**. 로 작성해야 함.
the form of : ~의 한 형태; the kind of, the type of
inform: 정보를 제공한다, 고지하다, notify, advise, tell

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The Role of the Media (30쪽 좌 상)

An advertisement must **persuade** the consumer to purchase the product or service **promoted** in the ad. The business person must present the product in the most appealing, informative, and **eye-catching** way **in order to** sell the product. More importantly, the business person must communicate the advertising message to those consumers () **most likely to** buy the product.

- * **persuade**: 설득하다, 촉구하다(urge; influence; entice; impel)
- promote**: 촉진하다, **eye-catching**: 눈길을 끄는
- in order to**: ~하기 위하여, (): who are 가 생략됨.
- most likely to**: 가장 ~할 것 같은

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The Role of the Media (30쪽 좌 하)

This is true for any business, regardless of its size. The advertiser **is concerned not only with** creation of the advertisement, **but also** with the channels through which the message is communicated. The channels that carry advertising messages from the business person to the potential consumer are called the advertising media. The advertising media may **be broken down into** four general groups:

- * **be concerned with**: ~에 관심을 갖다, 관여하다 (be interested in; be engaged in; be involved with)
- be broken down into**: ~로 세분화되다 (segmented; fragmented)

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The Role of the Media (30쪽 우 상)

1. Print- newspapers, magazines, direct mail, **outdoor signs**, specialists, and **directory**
 2. Broadcast - television, sound motion pictures, radio
 3. Signs and display- **transit signs**, posters, **billboards**, and window and interior store display
 4. Miscellaneous- **novelty**, **skywriting**, sound trucks, etc.
- The major media are those in the first three categories. The last category is useful for classifying the minor media.

- * **outdoor signs**: 옥외광고판 **directory**: 전화번호부 광고
- transit signs**: 교통광고 **billboards**: 광고게시판
- novelty**: 장식품, 색다른 것, **skywriting**: 비행선광고, 공중광고

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Basic Decisions (기본적인 결정)

There are three types of decisions that must be made when selecting advertising media. First, the *type of media* to use must be decided on. *That is*, should the advertiser use television, newspapers, or magazines - or a combination of these? The same message can be **delivered** in different ways to different people through the use of different media.

- * **type of media**: 미디어의 유형 (TV, 라디오, 신문, 잡지 등)
- that is**: 즉 다시 말하자면 (*that is to say*; in other words)
- delivered**: 전달되다, 발표되다 (transferred; published; released)

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Basic Decisions (30쪽 우하, 31쪽 좌상)

Second, a decision must be made about what *class of media* to use within a particular medium type. If it is decided to use the medium of television, should the advertiser sponsor *network* or local shows?

Should these be news, *variety*, or dramatic shows?

Third, the *particular medium* must be decided on. If the advertiser uses national television, should time be purchased from ABC, CBS, or NBC?

- * *class of media*: 미디어의 등급(rank, grade), *network*: 전국방송
variety: 버라이어티 쇼(1박2일, 런닝맨, 무한도전 등과 같이 볼거리가 다양한 쇼)
particular medium: 구체적인 특정매체 (~~vehicle~~: 비히클이라고 함)

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Basic Decisions (31쪽 좌상)

Today, advertisers are using computers to *aid* in media planning. A computer, (through the statistics *fed* to it), gives the advertiser a list of the best proven media to use for the product. The computer *speeds up* the process of making media decisions for the advertiser.

- * *aid*: 도움을 주다 (help), *fed*: 부양하다, 공급하다(nourish: sustain)
(): 삽입 절 (통계프로그램을 통해 컴퓨터에 정보를 제공하면)
speed up: 가속화시키다 (accelerate)

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Media Planning (매체기획)

The media department in a smaller advertising agency **acts** mainly as a buyer. The **account executive** does most of the media planning. In a large agency, the media department is usually **headed** by a director. The department also includes a number of associate directors and media buyers. The media plan is formulated by the **associate directors**. They must be well trained in media, **as well as** marketing and the creative side of advertising.

- * **act**: 역할을 하다, 수행하다 (function: work: perform: play)
- account executive**: AE 라고 함(광고주 담당자)
- head**: 이끌다, 운영하다 (direct: command: govern)
- associate directors**: 부 국장(부 팀장)

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Media Planning (31쪽 좌 중)

Media buyers are specialists. Their degree of specialization **depends on** the size of the advertising agency. Buyers **are responsible for** detailed knowledge of their own media area. Media buyers in an agency interview media representatives, negotiate for time and space, and **issue** contracts for their clients.

- * **depends on**: ~에 의존하다, 좌우되다. (rely on)
- are responsible for**: ~에 대해 책임이 있다
- issue**: 발행하다, 체결하다

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Media Planning (31쪽 좌 하)

Media representatives may directly help the advertising manager of a company prepare an advertisement for the medium. They may also advise them in formulating a media plan. Media representatives serve advertising agencies by making sales presentations and providing information on audience research **projects** and **advertising rates**.

- * **Media representatives:** 매체대행사(자)
- projects:** 계획과제, 사업
- advertising rates:** 광고요금표, 광고요금

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Media Planning (31쪽 좌하, 우상)

Media representatives are members of the medium's sales department. They **concentrate on** selling space and time. Good representatives have a detailed knowledge of their markets and their medium. They also help the advertiser, either directly or indirectly, **in many ways**. Media planning is **one of** the main elements in the total advertising program.

- * **concentrate on:** ~에 집중하다 **in many ways:** 여러 면에서
- one of:** 다음에는 뒤에 반드시 복수명사가 따른다.

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Media Planning (31쪽 이상)

It requires **a great deal of** information about the product, the marketing problem, and the creative strategy. Each medium must be studied before the final media plan can be formulated. **Much of** the information **concerning** such things as rates, audience, and **coverage** comes from the individual media.

- * **a great deal of:** 많은(much; good deal of; a great amount of)
plenty of; a lot of 등은 가산명사 불가산명사에 모두 사용할 수 있다.
concerning: ~관하여, ~에 대하여
coverage: (광고의) 유효도달범위, 유효 시청범위

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Media Planning (31쪽 우중)

There are also **associations** (representing the various **classes** of media) who conduct research and prepare reports on the nature and merits of their own media. One of the most useful tools in the media department of an advertising agency is the directory of rates, **circulation**, mechanical requirements, **issuance** and closing dates, and other information for most major media.

- * **associations:** 협회, 연합회, 조합
classes: 유형, 구성원, 팀원 (types; members; teams)
circulation: 발행부수, **issuance date:** 발간일, 발행 일자

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Media Planning (31쪽 우하)

This book, published by **Standard Rate and Data Service**, provides quick sources of basic information. **Audit bureaus** are useful to the media department because they verify the circulation of many newspapers, magazines, business publications, and **outdoor advertising**. There are also many independent firms that conduct media research and studies. Besides obtaining information from these sources, the individual company or advertising agency may **conduct** its own research.

- * **SRDS**: 광고의 표준요금 표와 **데이터 서비스**에 관한 정보를 제공하는 회사
Audit bureaus: 발행부수 감시국(**Audit Bureau of Circulation: ABC**)
outdoor advertising: 옥외광고
conduct: ~을 수행하다 (perform)

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Factors in Media Decisions (매체결정 요인)

Once all the information on the media has been **gathered**, and the background information on the product and the marketing objectives are known, media decisions can be made. These decisions are **quite** difficult, because the general media plan usually **calls for** a combination of advertising media that will be used.

- * **gathered**: 수집되다. 모아지다(collected)
quite: 매우(very)
calls for: 필요로 하다, 요구하다(require; demand; need)

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Factors in Media Decisions (계속), 32쪽 좌 하

Different agencies consider different factors in making media decisions. Most agencies advertising managers **base** their media decisions **on** the following factors.

Budget: The advertising budget controls **to some extent** the choice of media. Certain media may be so expensive that using them would **prohibit** using other types of media that may be necessary for the total advertising objective.// (이후는 과제로 부과-2주 후)

- * **base on:** ~에 기초하다 **to some extent:** 어느 정도
prohibit: 억제하다, 방해하다 (restrain; hinder; forbid; prevent)

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Factors in Media Decisions (계속), 32쪽 우 상

Competition: Media decisions may be guided by what the competition uses. The agency may select **the same** media **as** the competition, or select a medium that is not being **overshadowed** by the competition.

Frequency and coverage: Frequency is the number of times the advertising message is delivered within a given period. Coverage is the total number of people reached. The media department must determine the combination of these two factors that will **prompt** a potential consumer to action.

- * **the same as:** ~와 똑 같은 **overshadow:** 그를 지게 하다, 가리다
prompt: 촉구하다, 자극하다 (urge; spur; instigate)

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Factors in Media Decisions (계속), 32쪽 무 종

Continuity: The length of time a campaign should use one media must be decided. Continuity is important for products with repeat sales. If repeat sales are unlikely, it may be desirable to change media.

Flexibility: A flexible medium is one that **adapts to** the changing and special needs of advertisers. Certain media such as radio, allow changes **in** the advertising message, **in** money being spent, and **in** the geographical areas for the advertising.

* **adapts to:** 적합한(make suitable to; fit; adjust)

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Factors in Media Decisions (계속), 32쪽 무 종

Cost per thousand : Cost may be considered **in terms of** total expenditures, but it is often looked at in terms of the cost of reaching an individual **prospect**. The **cost per thousand** is figured by dividing the price of the medium to the advertiser by the number of thousands reached by the message. You must use judgment in computing these figures, because data are not available to make completely accurate computations.

* **in terms of:** ~라는 용어로 **prospect:**전망, 경치, 예상고객
cost per thousand:천명당 비용(cost per mill: **CPM**이라고도 함)

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Factors in Media Decisions (계속), 32쪽 무 하

Effectiveness of message: The effectiveness of the selling message is determined (in part) by the appropriateness of the medium. A product requiring a lengthy message will be more effective in newspapers or magazines than on car cards.

Prospective customers: Media decisions must be based on who the prospective customers are. Among the many things to consider are the geographic concentration of the customers, their economic status, sex, and age. **Timing of the advertising message:** Decisions must be made as to when it is best to spend the money in advertising.

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