

Hybrid advertising assignment

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1 Hybrid advertising Hybrid advertising in journalism is getting more popular every day. Advertisers get a lot of money from it and it is a kind of amusement to the public. The amusement is without doubt short, because as journalists we know that hybrid advertising has a negative impact on people and they gradually lose trust in credibility of news that journalists provide for them. We chose this topic because it is close to us and because we are aware of the negativity of hybrid advertising that should definitely be reduced.

We can find hybrid advertising in newspaper, television internet and even radio. We have a wide variety of media that has a big influence on us and it is impossible not to be misled by them. To help you recognize this advertising evil, we will present you the characteristics hybrid messages and everything that goes with it. Hybrid advertisements are composed of two types of texts, found in the media: commercial and journalistic. To better grasp the concept of hybrid advertising, one must first get acquainted with terms such as advertising and journalism. . 1 Advertising Advertising is every form of promotion of ideas, products and services, provided or enabled by the person or company, who paid for and ordered the advertisement. This definition contains the key element of advertising ??? it is a presentation of a product, made and paid for by a person or company, whose identity is revealed through the ad. The purpose of advertisements is not just to inform the public about a new type of product, but also to influence and persuade the people to think this product is good and worth buying.

An advertisement must be composed in a way that it is recognizable by the public as a commercial. It has to be presented in a certain way (vivid colors,

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special shape, images of the product ...).

1. 2 Journalism

The main characteristics of journalistic texts are: they inform the public about what is in their interest they report about events and occurrences from real life they report objectively and from different points of view (they may also include statements of people involved)

To sum up, the main differences between advertisements and journalistic texts are that advertisements suit advertisers, persuade potential customers into buying their products, report about events that are made especially for the presentation of the product and present to the public only one point of view regarding a certain topic, whereas journalistic texts suit the public by providing them with objective descriptions of current events that happened in real life.

1. 3 Hybrid messages

Hybrid messages are messages that advertise, but are written as journalistic texts, so the reader of such texts is not entirely sure, whether he/she is reading an advertisement or a journalistic piece. Hybrid messages take over the typical journalistic genres, but write about certain products. Hybrid messages therefore do not have journalistic content, because they are ordered, paid for and not a product of journalists. They are also named hybrids, because they are not completely recognizable as commercials.

This leads to the main problem of hybrid messages, which is misleading the reader into thinking that what he is reading (a hybrid message) is a journalistic piece.

2 Types of hybrid advertising

Hybrid advertising is common in almost every type of media, for example the TV and film industry, magazines, papers ... and it can be divided into five types. The first

type of hybrid advertising is placing the product into TV shows or other types of programs and presenting it to the public.

The second type of hybrids are messages or pieces of text, which were created by the advertiser and placed into the papers or magazines amongst other editorial pieces to make it look as if it too was a journalistic text. The third type of hybrid advertising is presenting the product through a work of art, which allows the advertiser to hide behind his true intentions. Another type of hybrids are news about launching or testing a new product. These sorts of news are not written with the purpose to objectively inform the public about a new product, but are created to attract new customers amongst the many magazine and newspaper readers.

The last type of hybrid advertising is probably the also the most popular one: hiring and paying celebrities to present a new product and not telling the public they were paid for the job. We can also divide hybrid advertising into two other groups, external and internal, according to who decided to use them in their medium. External advertising is advertising created and paid for by the company that created a new product, whereas internal advertising is advertising created and paid for by the marketing or journalistic section of the medium itself. Bibliography: Textbook, English for journalists. Wynford Hicks.