

An advertisement / an advert / an ad (*une publicité*)

The advertiser (*le publicitaire*)

an awareness campaign (*une campagne de prévention*)

The target (*la cible*) (age groups, genders, social status... the average consumer (*le consommateur moyen*), the middle-aged housewife (*la femme au foyer d'âge moyen*)...)

A catchphrase (*la phrase d'accroche*) – a picture / the visual – the slogan – the text – the brand name (*la marque*) and/or the name of the company/association – the logo

to tackle an issue (*s'attaquer à un sujet, un problème*)

to make people become aware of / realize the dangers/risks of...

to sensitize people (*sensibiliser les gens*) / to alert the viewers

to urge people to take action in order to ...

to aim at B.Ving → They aim at shocking us into awareness

Devices (*moyens, procédés*) used to convey (*faire passer*) a message / to attract people's attention / to appeal to people's

feelings and desires:

- to resort to (*avoir recours à*) humour
- to resort to a shock tactic
- to use a powerful visual device
- identification or association
- puns (*jeux de mots*)

⇔ eye-catching / striking elements/devices

To ignore a problem / to be blind to a problem

≠ to face a problem / to relate to a topic / to feel concerned for/about...

The campaign or advert may (not) be:

efficient (*efficace*) / persuasive / artistic / deceitful (*trompeur*) /
puzzling (*curieux, intrigant*) / thought-provoking (*stimulant, qui pousse à la réflexion*)...