

ADVERTISING IN OUR LIFE

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It is impossible to imagine our television, newspapers, radio, internet and even streets without advertisements. Nowadays advertising plays an important role in modern life and in the life of every person. We can't imagine our life without advertising because every day we hear or see advertising, we try to find information we need in hundreds of advertisements. "Advertising" is a very interesting topic, because in the XXI century every minute of our life is connected with advertising.

Advertising is bringing a product or service to the attention of potential and current customers. The average citizen is usually annoyed by all the advertisements printed in newspapers and magazines and the commercials broadcast on TV, the impact of the whole advertising industry on a single person is immense and plays a very important role in our life. Advertising absorbs vast sums of money but it is useful to the community.

There are two main functions of advertisement:

The first one to mention is to inform. A lot of the information people have about household devices, cars, building materials, electronic equipment, cosmetics, detergents and food is largely derived from the advertisements they read. Advertisements introduce them to new products or remind them of the existing ones.

The second function is to sell. The products are shown from the best point of view and the potential buyer, on having entered the store, unconsciously chooses the advertised products. One buys this washing powder or this chewing gum, because the colorful TV commercials convince him of the best qualities of the product. Even cigarettes or sweets or alcohol are associated with the good values of human life such as joy, freedom, love and happiness, and just those associations make a person choose the advertised products. The aim of a good advertisement is to create a consumer demand to buy the advertised product or service. Children are good example as they usually want the particular kind of chocolate or toy or chewing-gum. Being naive they cannot evaluate objectively what is truthful and what is exaggerated and select the really good products.

The public advertising seen on street hoardings, railway stations and buildings makes people's life more joyful. Moreover, all those small ads in the press concerning "employment", "education" and "For sale and wanted" columns, help ordinary people to find a better job or a better employee, to sell or to buy their second-hand things and find services, or learn about educational facilities, social events such as, concerts, theatre plays, football matches.