



Advertising - the motor trade


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COURSE GROUP 23-09
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РЕКЛАМА


ДВИГАТЕЛЬ

ТОРГОВЛИ

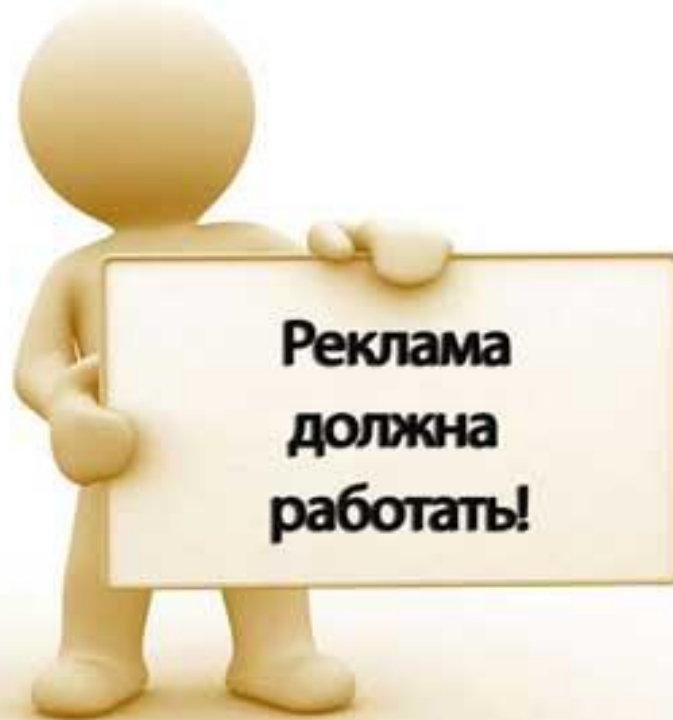




Although the average citizen is usually annoyed by all the advertisements printed in newspapers and magazines and the commercials broadcast on TV, the impact of the whole advertising industry on a single person is immense and plays a very important role in our lives. Advertising absorbs vast sums of money but it is useful to the community. What are the functions of advertisements?




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.




ЭМОЦИИ-

**двигатель
торговли**



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.

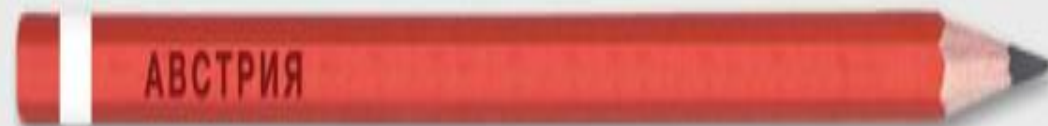
Children are good example as they usually want the particular kind of chocolate or toy or chewing-gum. Being naive they cannot evaluate objectively what is truthful and what is exaggerated and select the really good products unless they buy the goods and check for themselves.

ЛЕНЬ – ДВИГАТЕЛЬ ПРОГРЕССА

ДЛЯ ТОГО ЧТОБЫ МЕНЬШЕ РАБОТАТЬ, ЛЮДИ СОВЕРШАЮТ ОТКРЫТИЯ И ВНЕДРЯЮТ СОВРЕМЕННЫЕ ТЕХНОЛОГИИ. КАК РЕЗУЛЬТАТ, В СТРАНАХ ЗАПАДНОЙ ЕВРОПЫ СРЕДНЕСТАТИСТИЧЕСКИЙ СОТРУДНИК РАБОТАЕТ ПОЧТИ НА 1,5 ЧАСА В ДЕНЬ МЕНЬШЕ, ЧЕМ ЕГО КОЛЛЕГА В РОССИИ.



1690 ЧАСОВ / ГОД



1621 ЧАС / ГОД




1550 ЧАСОВ / ГОД




**“Реклама -
это средство заставить людей
нуждаться в том,
в чем они раньше не нуждались”**



ПОКУПАЙТЕ У НАС,
ПОТОМУ ЧТО
В ДРУГОМ МЕСТЕ ВАС
ОБМАНУТ ЕЩЕ БОЛЬШЕ!



Thirdly, since the majority of advertisements are printed in our press we pay less for newspapers and magazines, also TV in most countries is cheap. 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, and to announce births, marriages and deaths.



ПИВУ ЕСТЬ АЛЬТЕРНАТИВА

РЕКЛАМА
49-90-60


427

они не работают



НИ ОДИН ИЗ НИХ.





Thus despite our dissatisfaction when being bombarded by all the advertisers' information we must admit that they do perform a useful service to society, and advertisements are an essential part of our everyday life.

**МЫ ДЕЛАЕМ
РЕКЛАМУ!**



Thank you!!!

