



*Currently, advertising the "father" of the Albert Lasker gives the following explanation.*

*"Advertising in the printed form of trade". Such information before it can appear on radio and television.*

*This time is different and there is a big range and quality of advertising today. The aim of the content and advertising in the belief that his ideas, goods, services to attract new users to the object.*







**ADVERTISING**



*Depending on the scale of distribution: global (world), multi-national, national, regional, urban and local.*

*Depending on the selection of the members of the senses: visual, auditory (spoken), smell, taste, feeling that sense, etc.*

*Depending on how you create advertising: you or "on the house"*

*ADVERTISING made by the employer; advertising agent prepared: ready.*

*Means of advertising can be divided into 5 groups: press, television, radio, advertising, cinema.*







A Coca-Cola advertisement from the 1890s



A 1900 advertisement for Pears soap.



*Advertising reaches people through varied types of mass communication.*

*In everyday life, people come into contact with many different kinds of advertising.*



*Printed ads are found in newspapers and magazines. Poster ads are placed in buses, subways, and trains.*







*Manufacturers try to persuade people to buy their products. Business firms use advertising to promote an "image" for their company*

*Businesses use advertising to gain new customers and increase sales.*







