

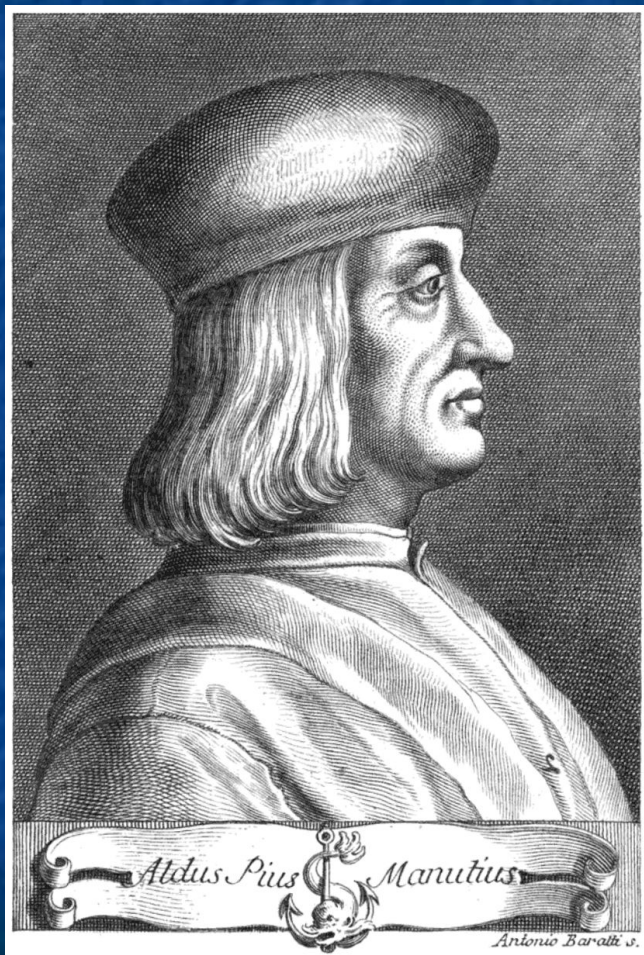
# ИСТОРИЯ РЕКЛАМЫ

В Древнем Риме рекламные объявления помещались **на специально выстроенных побеленных стенах - «амбусах»**.

Важнейшим средством распространения рекламы в древних государствах являлся **институт глашатаев**. Информация глашатаев носила **разнообразный характер**.

Доподлинно известно, что древние **ремесленники ставили специальное клеймо** на свои изделия, заботясь таким образом о своей репутации и рекламируя качественную продукцию.

В 1470-е в Англии появилось первое печатное рекламное объявление. На протяжении второй половины 15 века типографии распространяются по всей Европе.

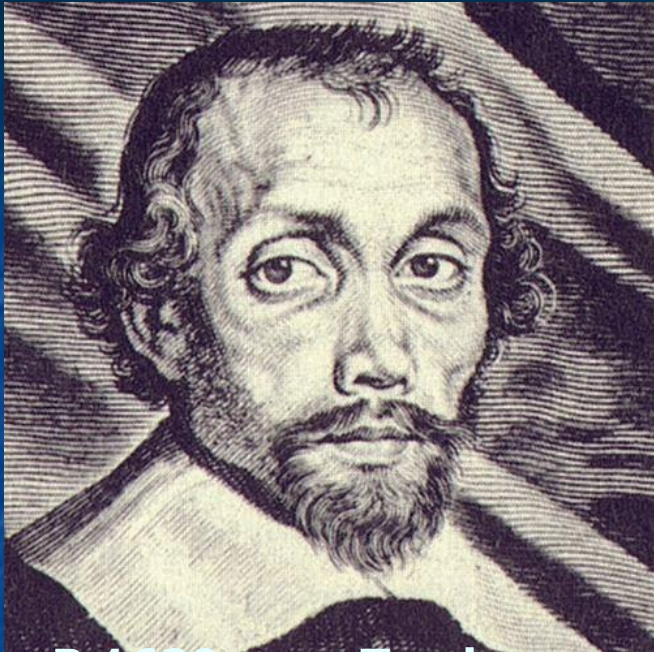


В то время возникает конкуренция **издательских марок.**

Наиболее прославленной в то время считалась марка, принадлежавшая **Альду Мануцию.**

Они издавали сочинения античных авторов Аристотеля, Платона, Демосфена, Плутарха и Геродота.

В 1498 году **Альдо Мануций** издает каталог **15** первых выпущенных им **книг**, с указанием цен.

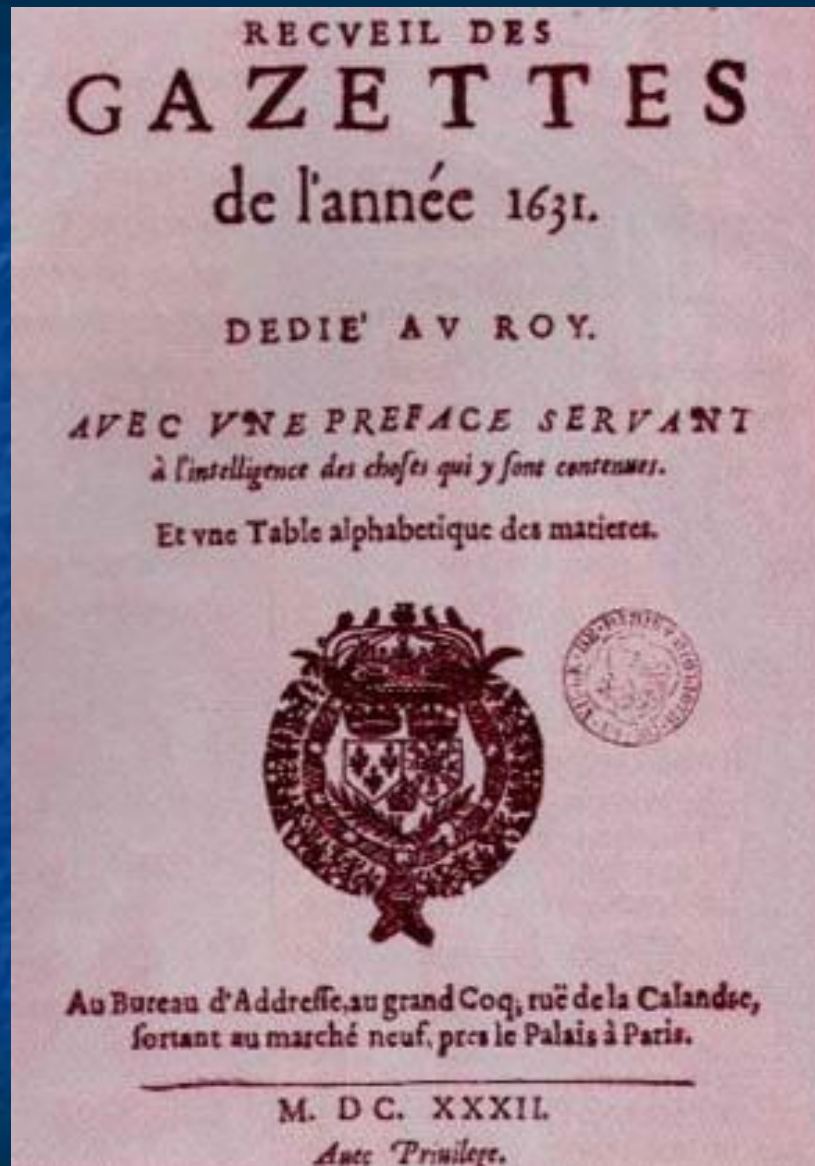


**В 1629 году Теофраст Ренодо (1585 - 1643) получил разрешение от короля на организацию Адресного бюро**

В Париже появились объявления: “С разрешения короля! Доводится до сведения всех лиц, **желающих продать, купить, взять на прокат, отдать в наем, обменять и т. д.**

К сведению господ **желающих нанять прислугу, и тех, кто ищет условия службы, кто ищет место** просим обратиться в Адресное бюро, разрешенное Его Величеством для удобства публики и открытое ежедневно с восьми утра до шести вечера.”

Услугами Адресного бюро мог воспользоваться **любой желающий, заплатив в среднем три су.**



В ноябре 1630 года кардинал Ришелье после знакомства с деятельностью Адресного бюро дал ему официальное разрешение распространять информацию **на всей территории Франции.**

Это послужило толчком к изданию **первой французской еженедельной газеты**, которая начала выходить 30 мая 1631 года под названием "**Gazette**". Во всех номерах присутствуют рекламные объявления. Тираж газеты первоначально составлял **1200 экземпляров.**

Во время правления Оливера Кромвеля стали интенсивно осваивать международные торговые пути. В это же время на рынке появился чай, кофе, шоколад и другие продукты, привозимые с других континентов.



Купцам было необходимо продать эти необычные товары, поэтому нужно было **распространить информацию о существовании** ЭТИХ **товаров** и о **пользе, приносимой ими.**

Для этого была организована **массивная рекламная компания**: появились **вывески** и **листовки** призывавшие посещать чайные, кофейни и лавки, торгующие колониальными товарами.

Также появились **красочные вывески** и **плакаты**, рассказывающие о новых продуктах.

To the LOVERS of *Natural Curiosity,*  
or *Rational Amusement.*

To be SEEN at Mr. Johnston's Wig Ware-room, a little above the Guard North-side of the High Street,

A VERY GOOD

DOUBLE REFLECTING  
MICROSCOPE,

BEING an Alteration and Improvement of Mr *Culpepper's*, Mr *Soerlot's*, and Mr *Morffet's*, large double MICROSCOPE, improved and finished by the ingenious Mr *CUFF*, OPTICIAN to his present Majesty: The Person has also a good Collection of Objects, Insects, and Animalcula, proper for viewing, and will take great Care to oblige all that honour him with their Company.

The Use and Entertainment of this great Improver of natural Knowledge is well known to the Curious, as introducing us into a new World, of which we could form no Idea without its Help; and as he particularly is regard to the Practice of this Instrument, would require Volume; therefore, I shall conclude with the Words of the Poet,

Why has not Man a Microscopic Eye?  
For this plain Reason, — Man is not a Fly.

N. B. Attendance will be given at the foresaid House, from Nine in the Morning till Nine at Night; and Company may be waited on at their own Houses, or according to Direction. The Use of this Instrument, by proper Application, is equally entertaining by Candle Light, as by Day.

Also Microscopes, Telescopes, and all other Instruments or Machines repaired, and Sliders for Microscopes neatly fitted up by the same Person.

And, for the further Entertainment of the Curious, will be introduced, as a separate Affair,

The inimitable Master JEMMY CLOSONG;

Who is no more than eleven Years of Age.— This Youth surprizingly imitates (without the Help of any Instrument) to very great Perfection, the Notes or Songs of the following Birds, viz. the Brown Linnet, the Blackbird, the Sky Lark, ascending and descending, the Robin Redbreast as at the Appearance of Day in a Winter's Morning, the Thrush, and several others too tedious to mention.— And, for the still further Amusement of the Spectators, he likewise introduces a Skirmish between two Dogs and two Cats, as natural as if the real Animals were in the Room; which greatly heightens the Diversion of the Audience.

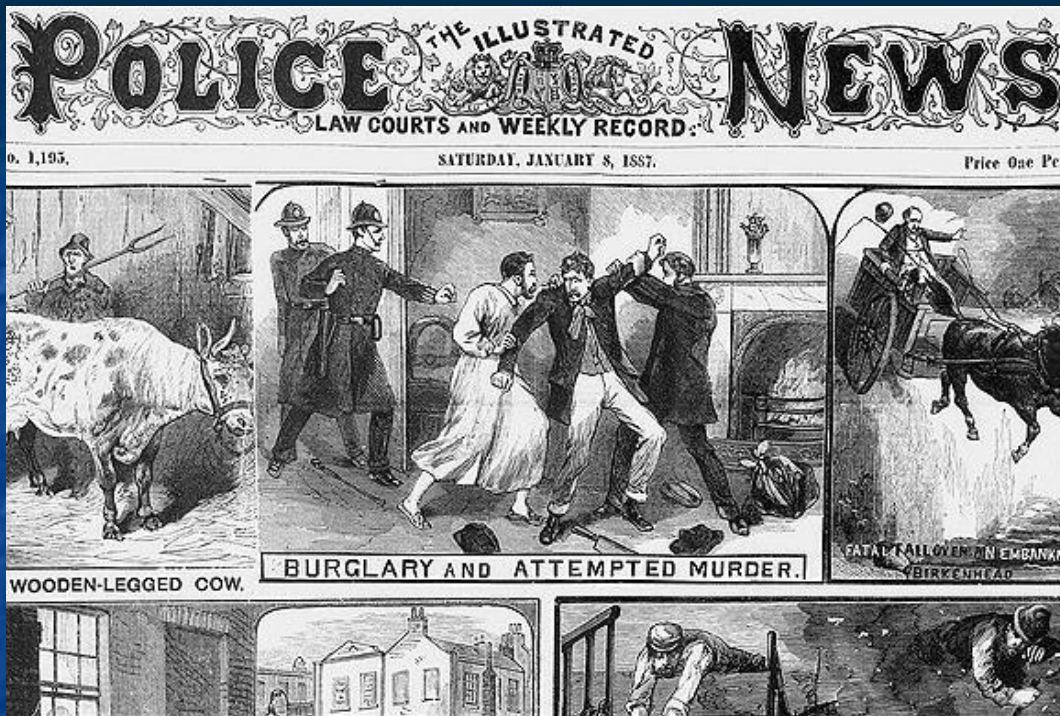
*Our Stay in Town will be but short.*

By Permission of the Magistrates.

В середине 17 века в английской рекламе главенствующую позицию занял **сбыт**.

Во многом этому изменению способствовал **Джон Хоутон**. Он издавал **периодический сборник объявлений**, в котором все объявления имели особый стиль и эмоциональную окраску. Издатель публиковал рекламные подборки от своего имени, ручался за качество рекламируемых предметов и ответственно относился к содержанию рекламы.

Джон Хоутон говорил на страницах своей газеты, что он готов исполнить любую прихоть своих клиентов, поэтому именно в его газете **впервые** в истории появились **брачные объявления**, которые новы и непривычны для того времени.



Личные объявления оплачивались по рекламным тарифам. В результате появилась возможность публиковать **любые, даже самые не традиционные объявления.**

**Многочисленные аферисты и шарлатаны получили простор для своей деятельности.**

В газетах стали появляться предложения вложить деньги в совместное дело.

Если кто-либо делал это, то мог потерять деньги, так как предлагавший дело, получив деньги, объявлял себя банкротом.



К концу 18 века в большинстве европейских стран сформировались специализированные рекламные издания. Во Франции продолжала выходить "Afficha" (Афиша), публиковала сообщения о новых зрелищах "Announce" (Анонс). Объявления о продаже лошадей и экипажей размещались в Англии в газете "Morning Post" (Утренняя почта). Информация о книжных новинках размещалась в "Morning Chronicle" (Утренняя хроника).

**The Morning Post, and Daily Advertiser.**  
 No. 2165.] WEDNESDAY, September 22, 1779. [Price Three-Pence.

**COVENT-GARDEN.**  
 AT THE THEATRE-ROYAL, COVENT-GARDEN, THIS DAY, Sept. 22, 1779; will be performed  
**THE DUENNA.**  
 Or, The DOUBLE ELOPPMENT.  
 Ferdinand, Mr. MATTOCKS;  
 Isaac Mendon, Mr. QUICK;  
 Jerome, Mr. WILLSON;  
 Mr. Woodley;  
 Lopez, Mr. BOUTH;  
 Carlos, Mrs. KENNEDY; (from Mrs. FARRELL)  
 Isabella, Mrs. MATTOKS;  
 And Don Antonio, Mr. VERNON.  
 Chorus, Miss BROWN.  
 Lucio, Mrs. MATTOCKS;  
 And the Duenna, Mrs. GREEN.  
 To which will be added a Farce, called  
**THE LIVERPOOL PRIZE.**  
 Telemachus, Mr. BOUTH;  
 Theophilus, Mr. WILLSON; Mithridates, Mr. Lee Lewis;  
 George Belsham, Mr. Whitfield; Wilmost, Mr. Robins;  
 Commodore, Mr. Woodley; Old Belvoir, Mr. L'Estrange;  
 And Hector, Miss BROWN.  
 End of AD. I. of the Farce, a new Dance, called THE DOCK-YARD, by Mrs. Dagenville, Mr. Langdale, Mr. Holland, Miss Matthews, and Miss Valois.  
 With a new Scene painted by Mr. Carter.  
 Doors open at Five o'clock; see Upper Circle, st. No persons admitted behind the scenes, nor any money returned after the curtain is drawn up.  
 Places for the Boxes to be taken by Mr. Braddon (only) at the Steps-door.  
 The doors to be kept open half an hour after five o'clock.  
 To begin at half an hour after six.  
 VIVIAN RES & REGIN.

**ONLY for a FEW EVENINGS longer.**  
**T. ASTLEY'S; AMPHI- THEATRE, RIDING-HOUSE, WESTMINSTER, BOWDITCH.**  
 THIS EVENING the Entertainments will consist of the following pleasing Amusements, viz.  
 Part 1. Les Ombres Chinoises; or, the Chinese Shadows, in several parts.  
 Part 2. A Mechanical Band of Musical Performers.  
 Part 3. Tumbling and Agility of Body in a new and

**A BODY OF LOYAL AMERICANS** having made an humble tender of their personal services to his Majesty, which offer has been most graciously accepted; and it now is been ordered by the Commander in Chief that the said Americans should proceed to the choice of their Officers, in order to be incorporated to his Majesty, this he to give notice, that, at a meeting held at the Adelphi Tavern on Saturday, Sept. 15th, Friday next, the 20th inst. is appointed for that purpose. It is therefore required, that all those Gentlemen who have signed the said application, or may hereafter be disposed to join in it, do attend PERSONALLY on the day and place above mentioned, at twelve o'clock in the forenoon, in order to proceed in the said business, and to consider of other matters of great importance to the said body.  
**JOHN RANDOLPH, Chairman.**

**BARONETS of ENGLAND.**  
 Elegantly engraved, and brought down to the present time, in a pocket volume, price 7s.

**THE ARMS OF THE ENGLISH BARONETS, and the KNIGHTS OF THE BATH, with the Dates of their Creations.** To which is added, the History of the Order of English and Irish Barons, and their of New Scotland; also the History of the Order of the Garter, Thistle, and Bath; with correct Lists of Precedency. Printed for G. Kearsley, at No. 46, near St. Dunstons, in Fleet-street; R. Faulder, in New-Bond-street; and Richardson and Urquhart, at the Royal Exchange.

Of whom may be had, price half a crown.  
**THE ARMS OF THE NOBILITY OF ENGLAND, SCOTLAND, and IRELAND,** brought down to the present time; with elegant English Translations of the Mottoes.  
 Of whom may be had, price half a crown.  
**THE PERAGE OF THE NOBILITY OF ENGLAND, SCOTLAND, and IRELAND.** Containing their Titles, date of their Creations, Descendants of their Arms, Coats, and Supporters; the Names of their Lands, Castles, and Baronies; the Names of their Seats, and Towns Residences; together with their Burials, and the Times by which their eldest Sons are (as Counties) distinguished. Price 2s. 6d.  
 The Perage may be had with or without the Arms.  
 OF the above bookellers may likewise be had, price half a crown, the Fourth Edition, A Short and Easy Introduction to HER ALGEBRA, in which all the mathematical Terms are explained in a clear and alphabetical

hang over the kingdom, that our liberty is lost, and slavery at our doors.  
 Permit me to inform these wiseacres, that the extension of empire generally weakens it; that, in keeping 22 ships of the line to protect these rocks, we expended ourselves to insult at home. And tell them farther, that if England had not one island in the West Indies, she would be much more powerful than at present. To which you may add, that sugar is one of our greatest luxuries; that its first cost, as well as the duty, is above six shillings per cwt. is altogether a total loss to the people; and that if another cargo of sugar was never to arrive in the Kingdom, it would be an immense favour to the nation, and in consequence a great addition to its strength.  
 Yours,  
**EDWARD BEEHIVE.**  
 See papers, Sept. 20.

For the MORNING POST.  
**Do ENQUIRE how far the present Crisis is owing to ADMINISTRATION.**  
 Mr. EARL OF...  
**NOTHING** is more common than to hear Administration condemned, not only for the actual losses which the nation suffers, but also on account of our apprehensions of the enemy's greater force. Let us consider whether this is or is not rational.  
 There is no doubt, but the revenue of France amounts to sixteen millions sterling a year, and that of Spain to ten millions, in all to twenty-six; that of Great Britain is thirteen exactly; do the House of Bourbon possess just double the wealth that we do. I take no notice of loans, they are in the power of such nations; Mr. Neckar could

From the LONDON GAZETTE, Sept. 22, 1779.  
 Whitehall, September 22, 1779.  
 Copy of a Letter from Lord Mordaunt to Lord George Germain, dated near La Rochelle, September 4, 1779; received the 19th instant by the packet from Oleron.  
 Near La Rochelle, France's, September 4, 1779.  
 Flatter myself that long before this letter a reaction your Excellency, you will have received my dispatch of the 3rd of July (A) from Granada, giving you an account of that Island's being in possession of the French. I sent several copies of it by different channels; but let none of them should have come to hand; I shall now in a few words acquaint your Lordship, that on the 23 of July the Count d'Elaign arrived at Granada, with 25 fill of his line and 12 frigates, having 6500 land troops on board. We made the best defence we could with the handful of people we had, which consisted of 101 rank and file of the 4th regiment, 43 artillery recruits, and between 8 and 1000 militia.  
 We had the good fortune to repulse the enemy in their first attack; but they found their courages by dint of superior numbers, after a conflict of about an hour and a half, when they had killed and wounded 300 men and upwards, which amounts to more than the whole force we had to oppose to their attack; for in the preceding day we were defeated by almost all the enclosed people; and the greatest part of the new subjects. Being at the discretion of the enemy, without means of resistance or prospect of relief, we were obliged to propose a capitulation, which was instantly and peremptorily refused by the Count d'Elaign in 1779; and in lieu of it he forced me the most extraordinary and unexampled

**San Francisco Chronicle** **FINAL**  
 THE CITY'S ONLY HOME-OWNED NEWSPAPER  
 FOUNDED 1865—VOL. CLXXI, NO. 23 CCCCAAA SAN FRANCISCO, TUESDAY, AUG. 7, 1945 DAILY 5 CENTS, SUNDAY 15 CENTS

**Japan Hit By Atom Bomb—  
 Mightiest Weapon in History!  
 Tokyo Admits Heavy Damage**

**New Epoch in Science, War  
 Single Missile Dropped—More  
 Force Than 2000 B-29 Raid;  
 Capitulation May Be Hastened**

**Basic Power of Universe  
 Harnessed in Secret Tests;  
 Truman Reveals the Story**

**Japs Cancel  
 Rail Service  
 Near Target**

**Multiply This by  
 Two Thousand!**



**WASHINGTON, Aug. 6**—The most terrible destructive force ever harnessed by man—atomic energy—now being turned on the islands of Japan by United States bombers. The Japanese face a threat of their destruction, and their capitulation may be greatly speeded up.

Revelation of the great new weapon was announced yesterday by President Truman in a statement issued through the White House at 8 p. m. Pacific war time. He said the first atomic bomb, invented and perfected in the United States, had been dropped on the Japanese city of Hiroshima 16 hours before. That one bomb alone carried a warping power equivalent to 2000 B-29 Superfortresses completely loaded on enemy city, using only TNT bombs.

**20,000 TONS OF TNT**—The actual way for the imagination to grasp the meaning of the new atomic bomb's power is to compare it with other bombs. It equals a punch equivalent to 2000 of the heaviest British "grand slam" block-buster projectiles. The new bomb explodes with a greater force than 40,000,000 pounds of TNT. A single atomic bomb has the warping equal to that of 2000 Superfortresses fully loaded with their present cargo of destruction. Size of the new bomb has not been announced, except that "the explosive charge is exceedingly small."

**В конце XIX века и начале XX рекламодатели преувеличивали достоинства товаров и не скупилась на обещания.**

Реклама размещалась везде, где это было возможно.

В результате многочисленных подобных акций доверие к рекламе пропало. Более того появилось **негативное** к ней **отношение**. Ситуация изменилась в XX веке благодаря законам регулирующим рекламу.

**В двадцатом веке произошел расцвет рекламы.**

В 1950-е годы общий оборот рекламной индустрии составлял 10 миллиардов долларов в год.

В 1970-е этот оборот вырос с 40 миллиардов до 80.

В 1980-е он пересек черту в сто миллиардов.

С 1970-х по 1990-е годы объем рекламы в газетах уменьшился.

Объем телевизионной рекламы  
увеличился.

Масштабы радио-рекламы не  
изменились, сохраняя достаточно  
незначительный уровень.

Объем рекламы  
в журналах уменьшился.