

# **My future profession**

Kolesnikova Yulia

# Plan

- Why I chosen this profession
- The origin of advertising
- About advertising specialist
- Work of advertising specialist
- Importance of advertising



My future profession is advertising specialist.  
I like this profession

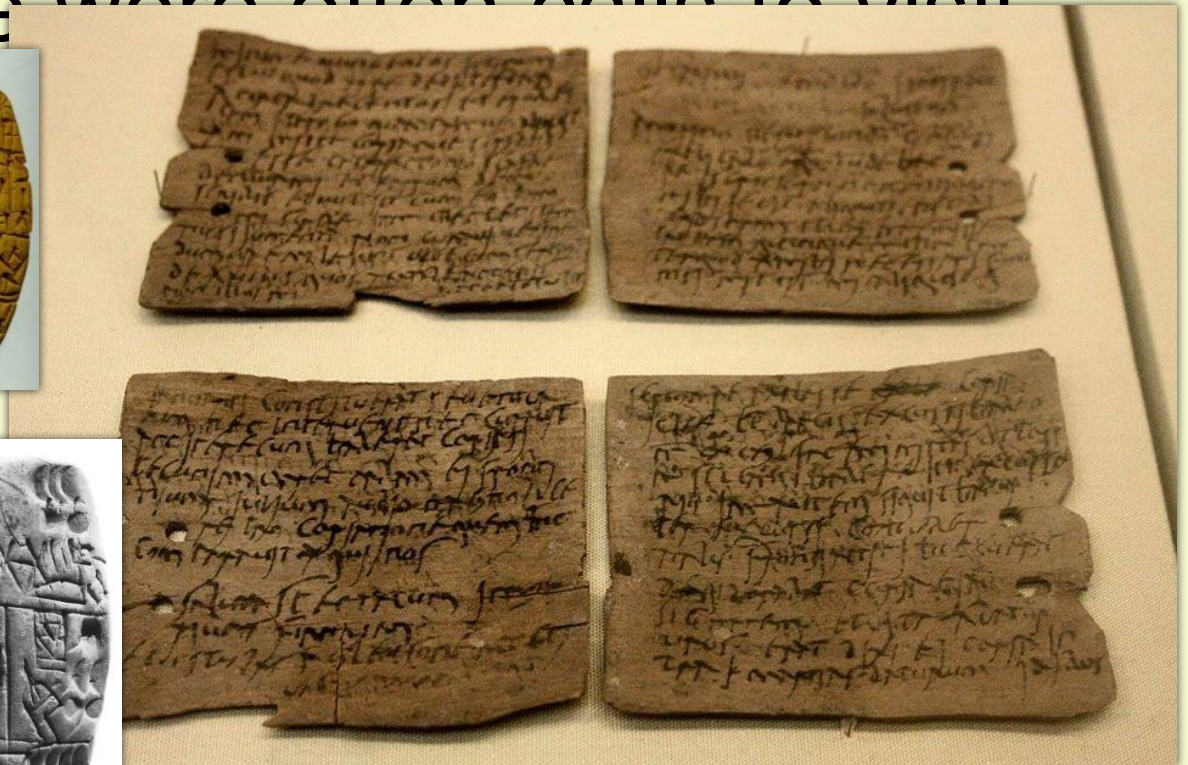


I have chosen it because it's associated with creativity. Thinking up with advertising is very interesting and entertaining.





Advertising came into existence  
thousands of years ago.  
Advertisements written on wood and  
clay tables, papyrus. On the streets  
there were often calls to visit



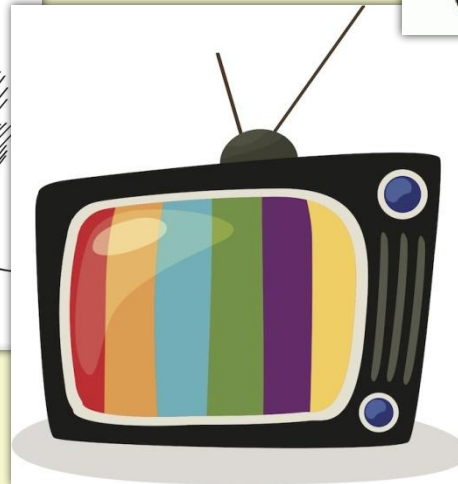
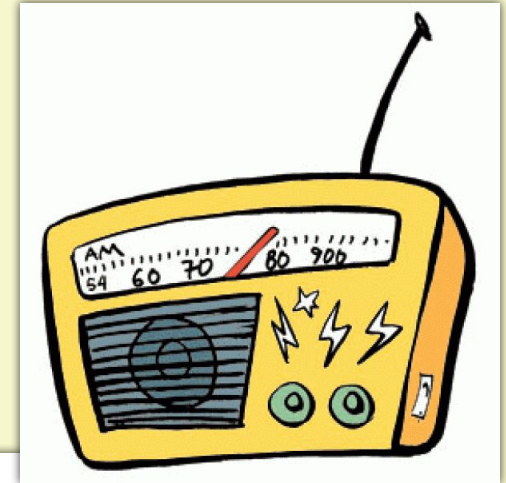


Advertising is a serious business.  
Now more and more often it requires  
the young and creative minds.



# They are waiting a miracle from advertisers. There are many directions in advertising:

- advertising on television and radio;
- outdoor advertising;
- advertising in the press and other.





An employee of an advertising agency should be sociable, charming, intelligent, active, creative, energetic.





He must be able to speak competently and convincingly. Also, he should have a good imagination.





An advertiser is looking for customers to advertise their product or services in the newspaper, on the Internet and so on. When the client is found, advertising specialist listens wishes of customers.





Then it starts to work. He should approach it creatively.





It's very difficult for publicity. This is a great responsibility.





Occupation of the advertisement is very popular. Advertising can be seen everywhere. It's a part of our lives.



And advertising will exist  
forever,  
advertising specialists will

A close-up photograph of a hand holding a green marker, writing the word "Advertising" in a cursive script on a whiteboard. The word is written in a vibrant green color, and the hand is positioned on the right side of the frame, with the marker tip just finishing the letter 'g'. The whiteboard surface is clean and white, providing a high contrast for the green text. The background of the entire slide is a light yellow, and on the far left, there is a vertical decorative border composed of a dense pattern of small, multi-colored dots in shades of blue, green, and yellow.

Advertising





Thank you  
for attention!