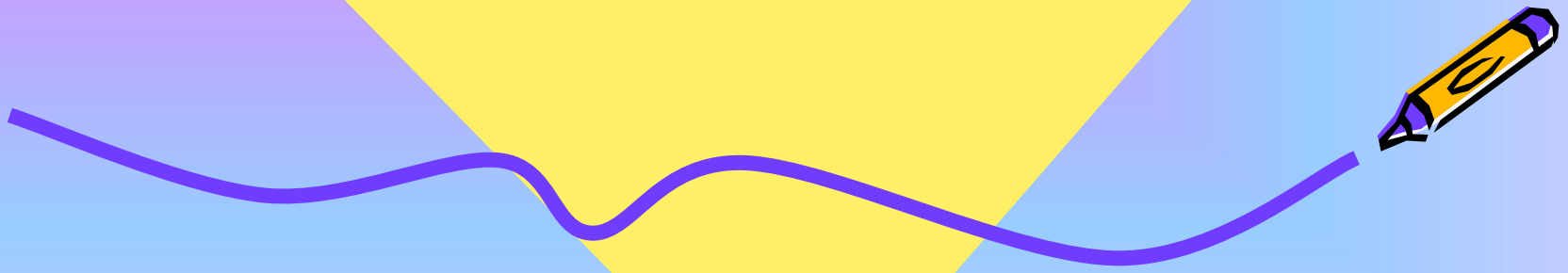
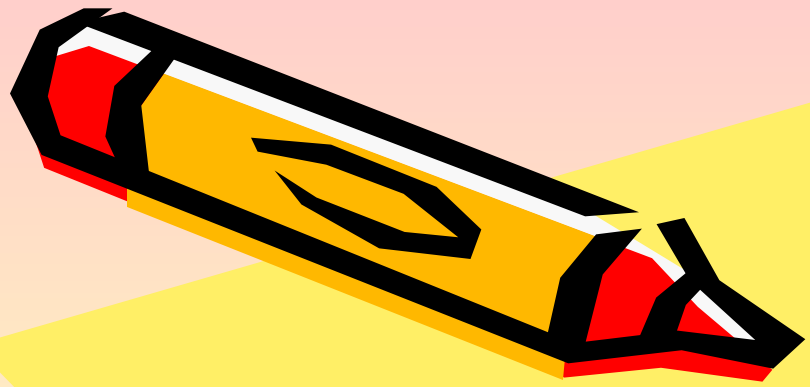




Advertising





Advertising is providing information, calling attention to, and making known something that you want to sell or promote.





*More Detail -
Advertising is a
message designed to
promote or sell a
product, a service,
or an idea.*



ADVERTISING REACHES PEOPLE THROUGH VARIED TYPES OF MASS COMMUNICATION.



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

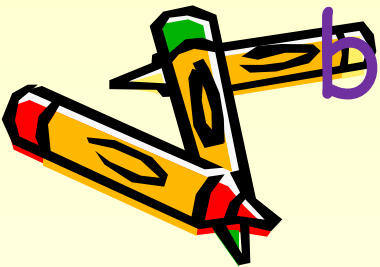


For
example:



My favourite TV advertising.

I love all advertising. But my favourite advertising is about chocolate such as "Korona" and "Roshen" and "Rafaello" because it`s very romantic, tempting, bright, harmonic, with good and romantic music by favorite singers.



Please,
enjoy the
following
advertising





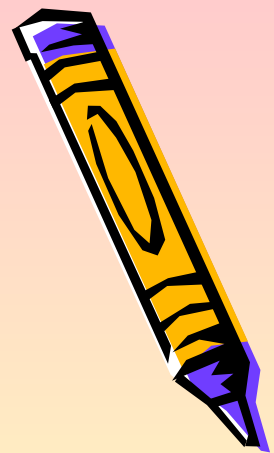
КОРОНА

Confetteria

Raffaello

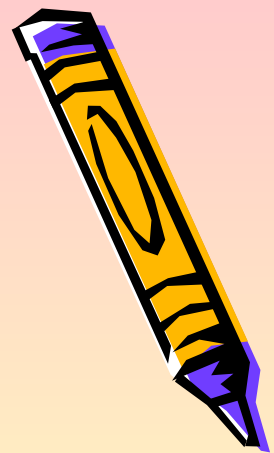


Printed ads are found
in newspapers and
magazines. Poster ads
are placed in buses,
subways, and trains.



Neon signs are scattered
along downtown streets.

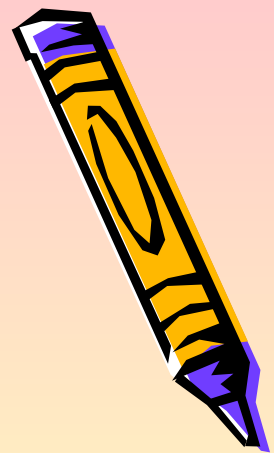
Billboards dot the
landscape along our
highways. Commercials
interrupt radio and
television programming.



For
example:



My favorite billboards
advertising!



I like various billboards. But my
favorite billboards advertising
is about correction of child`s
sticking out ear. Cheburashka
is painted there.



It is very
funny and
original
advertising.



Коррекция детской лопухости



Эстетическая клиника
для детей и подростков
САН ЛАЗАР



Advertising is a
multibillion dollar
industry (more than \$100
billion a year) in the U.S.





In many businesses, sales volume depends on the amount of advertising done.





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.

