

[illegible]

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Definition

Advertising - is the act of making a product, a service, a job vacancy, an event publicly known.

It may be spread by:

- ☞ mass media, radio and television;
- ☞ outside exposition (posters, signs, city lights);
- ☞ direct mail, souvenirs (notebooks, calendars);
- ☞ in transport;
- ☞ in catalogues.

History of Advertising



You Want a Beauty Soap for a Beauty Bath !

YOUR BATH BECOMES A BEAUTY BATH—when you change to proper cleansing with Palmolive Soap! Doctors have proved that regular cleansing with this beauty soap brings most women lovelier complexions in only 14 days!

So to help soften and smooth your skin all over, use Palmolive Bath Size... always! Nothing could be finer in your bath to cleanse, refresh, relax you. Palmolive brings you *fragrance*, to safeguard your daintiness—your charm. *Mildness*, to keep your skin smoother, softer to the touch. *Purity*, to give your entire body the gentle beauty care it needs.

Yes, you should use a *beauty soap* for a *beauty bath*. So get Palmolive Bath Size today. It's big. It's thrifty. And so mild, so pure, so right for all of you!

FRAGRANCE...
For Daintiness!

MILDNESS...
For Loveliness!

PURITY...
For Gentleness!

BATH SIZE...
For Thriftiness!

PALMOLIVE
BATH SIZE

Use Only Palmolive To Give Your Skin This Lovely Charm... All Over!



- The word “advertising” comes from Latin “to speak in a loud voice”.
- Probably the oldest advertisement was found in the excavations of the ancient Egyptian town of Memphis. It says: "I, Rhinos from Cyprus, live here. Gods gave me the gift of the true telling of dreams." This advertisement is 2,500 years old.
- The first newspaper in the world that put in an advertisement was a hand-written Roman newspaper "Daily Happenings". It contained announcements of meetings, births, and marriages in the noble families of Rome.
- In Middle Ages outdoor advertising was street signs. For example, under the entrance to bakery one could see a picture of bread.

A short chronology

2,500 years ago	the oldest advertising
1652	the first advertisement of coffee
1657	the first advertisement of chocolate
1658	the first advertisement of tea
1910	the first advertisement in buses (England)
1925	the first neon sign

Kinds of Advertising



Commercial (economic) advertising

☞ The aim is to sell a product or service to a customer and to make a profit.



Social advertising

☞ The aim is an achievement of charitable and other generally useful goals. For example, healthy lifestyle, environmental pollution, help sick children and poor people.



Political advertising

☞ The aim is to persuade voters and to win elections.



The Purpose of Advertising

- client solicitation,
- to convince customers that the company products are the best,
- to enhance the image of the company,
- to point out and create a need for products or services,
- to demonstrate new uses for established products,
- to announce new products,
- to draw customers to the business, and to hold existing customers.

What makes a good advertising?

- ✓ Attractive headline.
- ✓ The first few lines are interesting and engaging.
- ✓ The advertisement should have an eye-catching graphic that is related to what is being sold.
- ✓ Sentences are short, simple and to the point.
- ✓ No words that are difficult to understand.
- ✓ Points are made using as few words as possible.



Questions

- 1) What is advertising?
- 2) How it be may spread?
- 3) Where was the oldest advertisement found? How old is it?
- 4) Which products were advertised the first?
- 5) What kind of advertising do you know?
- 6) What are the purposes of advertising?
- 7) What makes a good advertising?