

Pivnyak A.
K.P. Pilova, research supervisor
O.D. Shvets, language adviser
National Mining University

SECRETS OF SUCCESSFUL ADVERTISING

Advertising is an integral part of the 21st century that reflects contemporary life in its best and worst aspects. Advertisements accompany us everywhere: even when we go for a walk or just do the shopping. It is impossible to imagine our television, newspapers, radio, Internet and even streets without them.

The origins of advertising antedate the Christian era by many centuries. One of the first known methods of advertising was an outdoor display. One more early version of advertising was a brand which handicraftsmen put on their goods, such, as pottery. The word “advertising” comes from the French word "reclame". Nevertheless advertising has achieved the greatest blossoming in the United States of America. American advertising leads the world not only in volume of business but in the complexity of its organization and of its procedures.

The function of the ad is the ability to draw our attention and to influence the customers. Advertising in popular editions is very expensive. Therefore, saving on them, the advertiser risks to lose broad audience of consumers. The advertising is usually bright and eye-catching.

The secret of successful advertising is about showing the advantages of the product, making a successful sales pitch to the right people and convincing them to make a purchase.

Advertisers use all kinds of psychological tricks to achieve their aims. The wish to buy the advertised brand goes hand in hand with the illusion of becoming as beautiful and desirable as the persons who advertise the products. One of the most useful methods in advertising is involvement of celebrities in it. Sometimes it's better presenting ordinary people like “the girl next door”, “man from the street”. Here it is hoped that the consumer will find it easier to identify with them.

Slogans are also effective means in advertising. Such slogans as “I’m lovin’it”, “Just do it”, "Because I'm worth it" have entered our everyday language and are used as quotations. Huge companies as McDonalds, Nike and L’Oreal have deeply influenced our mind. The most famous and well-known of the advertising slogans are humorous and funny.

Every day the advertising industry learns more and more about influencing

people. If we think that with the buying of a certain product we will receive comfort, better complexion, savings, better attraction, time saved, improved personal earnings, better health and prestige we will buy it.

To conclude, civilization has made a great step in the development of advertising. It has turned into a powerful global network from primitive cries. Advertising contributes to the economic growth of a country as a whole, and in this way helps to increase an employment, it pays for television programmes and keeps prices of newspapers and magazines down.