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## **ADVERTISING AS THE GREATEST ART OF THE 21ST CENTURY**

Advertising is a sort of informational sources used to encourage an audience to continue or take some new action. It may be considered as a form of communication.

This communication is usually through various forms of paid media - TV and radio commercials, print ads, billboards and more recently, product placement. Ads are placed where advertisers believe they will reach the largest, most relevant audience.

Virtual advertisements may be inserted into regular television programming through computer graphics. Virtual billboards may be inserted into the background where none exist in real-life. This technique is especially used in televised sporting events.

Coffee cup advertising is any advertisement placed upon a coffee cup that is distributed out of an office, café, or drive-through coffee shop. This form of advertising was first popularized in Australia.

Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam.

Celebrity branding is the type of advertising which focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers.

The purpose of advertising is to convey information from the advertiser's message to the target audience. The task of advertising is to induce the target audience to action (the choice of goods or services, implementation of purchase, etc.).