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ADVERTISING IN MODERN WORLD

It's hard to imagine our life without advertising. The origin of the term "advertising" comes from Latin and is translated as a *resume to scream, scream, call, loudly deny* [3]. It is considered to be the way to attract the attention of customers in order to sell a product or service and profit.

As a result of various life situations, the subject of advertising is not only goods and services, but also the firms themselves, and personalities (e.g. bankers, artists, politicians). Increasingly, advertising is used to promote economic, political, environmental, social and religious ideas. Advertisers exert direct influence over media content with the help of usual human psychological factors to encourage people to buy a product [2].

Advertising has a wide impact on different social groups depending on their hobbies and preferences. It is unlikely that teenagers and retirees are interested in information about baby diapers and chewing gum [1]. Advertising creates a special festive atmosphere around the product and reveals its uniqueness through various images.

References

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3. Реклама та її вплив на підсвідомість споживачів [Electronic resource]. – Access mode: <https://blogs.dyvys.info/2017/06/30/reklama-ta-yiyi-vplyv-na-pidsvidomist/>