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КОНФЕРЕНЦІЯ  
МОЛОДИХ УЧЕНИХ,  
АСПІРАНТІВ І СТУДЕНТІВ**

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## 31. Advertising is a form of communication

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**Introduction:** Advertising is a form of communication used to influence individuals to purchase products or services or support political candidates or ideas. Frequently it communicates a message that includes the name of the product or service and how that product or service could potentially benefit the consumer. Advertising often attempts to persuade potential customers to purchase or to consume a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries.

**Resources and methods:** Advertising is a form of communication for marketing and used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to continue or take some new action. Most commonly, the desired result is to drive consumer behaviour with respect to a commercial offering, although political and ideological advertising is also common. In Latin, advertising means "to turn the mind toward." The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazines, television commercial, radio advertisement, outdoor advertising or direct mail; or new media such as blocs, websites or text messages.

**Results:** Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which involves associating a product name or image with certain qualities in the minds of consumers. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies.

Advertising is very important for business, because the primary objective of advertising is creation of associative links between advertised product and some positive emotions. Advertising is a form of marketing where an individual, business, professional, company or seller tries to showcase their product items (using advertising platforms or

forms ) or business in such a way that it can effectively promote/sale or create an interest in buyers or its potential customers for a short or long period depending upon the scope and size of the advertised product . Here in this post we will limit our discussion to only ‘online advertising’ rather ‘all advertising’ forms in the world. Due to this connection consumers subconsciously aim to purchase goods since they want to feel certain emotions.

**Conclusions:** Marketing communication is about connecting with potential customers. The goal is to deliver a consistent message which informs customers and encourages them to purchase your product or service. There are several ways to accomplish this, such as targeting a specific group to bring in customers or raising a business' profile through widespread advertisement. The best method depends on the desired results, and the best media depends on your potential customers.

In the recent years Online Advertising has become very vast and complex as new online advertising types are being invented and discovered constantly, resulting in a more complicated structure of advertising. There are involved lots of other factors and catalysts that drive online advertising to a new horizon. As we all know, social media and social networking has made the most powerful impact on advertising. Now every big company has their own Fan page on main social networking sites like, Facebook, Google Plus, Twitter, etc where they get to connect with their potential and existing customers with a different perceptions, angles and aspects.

Advertising develops very quickly today. It becomes a powerful tool of modern business, that is why it is very important to explore new methods of communications using advertising.

### **References**

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