```
What is advertising and why does it morter?
4 Draws attention to products
          4 Convinces others to use a product
          4 Promote a product - brings it out
     4 Have a taste of all products
     in a section
4 Draw/gams attention so other products
4 Comes in different formats so it
        meats different (wide variety) of
        audience members.
    audience members.

4 Raises demand for a product

4 Increasing interest

4 Possibly increasing pricing

4 Advertising: => A median to promote

a product => To increase awareness

=> To introduce a product

=> To pursuade people to buy the
                  product
    => Stereotypes are targeted (inductive reasoning)
+ Based on some degree of the truth
           => Stereotypes are various traits that society gives to a group of people based on their average assumptions of them
                  => Examples: Boys like blue, gris like pink.
           a) Oversimplified/generalized
    =) Trends are targeted
 Form of advertisements

=) Eye catching => Fonts linuxes/graphology /colour

=> (lear and concise
        => 5loguns/Music/Logos/Celebrities
        =) Product placement

=) Personading

=> Personasive language
                    => Direct address
                    => Rhetorical Questions
=> Tripling
                      =) Figurative longuage
                      =) Snites target audience! (Tone)
=) Formality
                             => Difference in vocabulary
                             -> Directness
                      => Imporatives
                 =) Reasoning
                        => Safe/Good
                         =) Price
                         => Snits audience
                         =) Useful
                         = ) BeHar/Improves people
                 =) Emotions
                        => Psychology
=> Different forms of media
                               =) Targets different types of audiences
 Why does it matter?
         => Brand awareness
        Mary's theory on advertising:
- In a capitalist society, advertising is primarily targeted in feeling included (ie the brand is the hero, be "coot" oto),
            where money is the enabler, and consemption is the resolver.

The goal of advertising is to <u>increuse demand</u>, netting more bong term profit for firms.
                Modern times:
                    to People can work from home the to fechnological
                    advanced
4 Flexible hours
                    LA People get more of their 'agency' back (possibly)
```

- of teopic can work from nome me or reconvergical adianced 4 Flexible hours LA People get more of their 'agency' back & possibly) 4 People are taking more control of what they buy again Confext of production
 4 Environment the content was produced in =) eq date created, political conditions, place created
- Context of reception to Environment the content was received in
- (Nil Rights Aut (1964) =) From this, African Americans were having higher wages =) More advertisement towards then

Hong Kong Advertisement

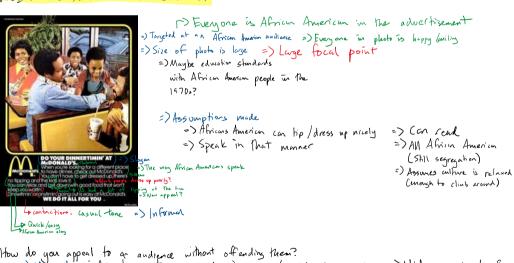
=> Context of Production (significant factors affecting HK)



() Emotional appeal

- => Political Advert (Lmk to external) =) Advertisement during the HK profests to raise awareness about the situation in Itong Kong (and to get support for it in 920, a global summit held in Deaka.)
- =) [mage inside the adverts depicts profests all standing as one
- => Colour scheme is some as profestors shows unity

McDonalds Advertisement (1970s)



- How do you appeal to an audience without offending them?

 => Nowa lays: Advertisements are primarily images/symbols, less words => Videos instead of posters

 >> Possibly less chance of affending people => Aimed at many people
 - =) Pick the correct images/symbols =) Shorter slogars (og Potel? Trivago)

- =) Multi · cultural / national => (elebáties