8.

**(A) the history of advertising from Egyptian times to the most recent advertising innovations, including the Internet.**

The passage primarily traces advertising's historical development, from ancient forms like papyrus and wall paintings to modern innovations such as guerrilla marketing and Internet-based ads. While non-commercial advertising is mentioned, it is not the main focus of the text.

Вот ответы на все упражнения:

**Exercise 9. Define Unknown Words and Phrases**

Here are some possible difficult words and their definitions:

* **Populace** – the general public or people living in a particular area.
* **Placate** – to calm someone down or make them less angry.
* **Quack advertising** – false or misleading advertisements, especially for medical products.
* **Guerilla marketing** – unconventional and creative marketing strategies that aim to surprise consumers.
* **Sponsorship** – financial support for a program, event, or activity in exchange for advertising.
* **Embedded ads** – advertisements integrated directly into content (e.g., product placement in movies).
* **Unique Selling Proposition (USP)** – a distinct feature that makes a product or service stand out from competitors.
* **Public interest** – something that benefits society rather than just individuals or businesses.

**Exercise 10. Analyze the Sentences**

1. **As the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horse shoe, a candle or even a bag of flour.**
   * **Grammar analysis**: This sentence uses **a conditional-like structure ("would say... would use")** to describe a past habit or hypothetical situation.
   * **Example sentence**: If medieval townspeople couldn't read, they **would recognize** a shop by its sign.
2. **At the turn of the century, there were few career choices for women in business.**
   * **Grammar analysis**: The phrase **"At the turn of the century"** functions as a time marker, indicating a transition between centuries. "There were" is used to describe past existence.
   * **Example sentence**: At the turn of the millennium, technology started to dominate daily life.
3. **To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest".**
   * **Grammar analysis**: **"To placate the socialists"** is an infinitive phrase showing purpose. "Did require" is an emphatic past form.
   * **Example sentence**: To satisfy the investors, the company **did announce** a new strategy.

**Exercise 11. Meaning of Figures and Dates**

1. **$150 billion** – The amount spent on advertising in the U.S. in 2007.
2. **4000 BC** – The approximate time when early forms of advertising (such as rock paintings) appeared.
3. **June 1836** – The first instance of paid advertisements appearing in a newspaper (*La Presse* in France).
4. **1869** – The founding year of the first full-service advertising agency (*N. W. Ayer & Son* in Philadelphia).
5. **1960** – The beginning of the "Creative Revolution" in advertising, characterized by innovative and artistic ads.
6. **2.4** – The percentage of GDP that advertising expenditure accounted for in the U.S. in 1998.

**Exercise 12. Order the sentences according to the text.**

1 **Wall or rock painting for commercial advertising is the most ancient advertising form.**

2 **Advertising is a means of conveying information to consumers about a product or service that exists in many different media.**

3 **Handbills appeared in the 17th century when the general public was able to read.**

4 **Volney Palmer established the first advertising agency in Boston.**

5 **Radio became the advertising medium, selling program sponsorship.**

6 **Du Mont Television Network started selling small blocks of advertising time to multiple sponsors.**

7 **William Bernbach created a revolutionary Volkswagen ad.**

8 **There are cable TV channels devoted exclusively to advertising.**

9 **Guerilla marketing reflects an increasing trend of interactive and embedded ads.**

**Exercise 13. Answer the Questions**

1. **What is the main purpose of commercial advertising?**
   * The main purpose is to persuade consumers to buy products or services.
2. **What other items besides consumer products or services could be promoted through advertising?**
   * Political campaigns, public awareness programs, charitable organizations, and government initiatives.
3. **What are the oldest forms of advertising?**
   * Wall paintings, papyrus announcements, and street criers.
4. **What did early print advertisements promote?**
   * Mostly books, newspapers, and medicinal products.
5. **What appeared as the result of "quack" advertising?**
   * Government regulations and consumer protection laws.
6. **Who was the first to establish a kind of advertising agency?**
   * Volney Palmer in Boston in the 1840s.
7. **Why could women make a career in advertising even at the turn of the 20th century?**
   * Women were the primary buyers of household products, so advertisers valued their perspectives.
8. **Is BBC a private company or a public body?**
   * The BBC is a public broadcasting corporation, established by royal charter in 1927.
9. **What approach to advertising was characteristic in the 1960s?**
   * A focus on creative, emotionally appealing campaigns and brand storytelling.
10. **What is Unique Selling Proposition?**

* A specific feature that makes a product stand out from its competitors.

1. **What does "guerilla marketing" involve?**

* Unexpected, unconventional advertising techniques to attract attention.

1. **Why do many broadcast stations in the US air the required public announcements during the late night or early morning?**

* To free up prime-time slots for more profitable commercial advertisements.

**Exercise 14. Identify the Main Points of Each Paragraph**

1. **Definition of advertising and its purpose.**
2. **The role of branding in advertising.**
3. **Non-commercial uses of advertising.**
4. **Advertising spending trends.**
5. **Ancient advertising in Egypt, Greece, and Rome.**
6. **Signs and symbols in medieval advertising.**
7. **Printed advertisements in the 17th century.**
8. **The emergence of advertising agencies in the 19th century.**
9. **Women’s role in early advertising.**
10. **The rise of radio and TV advertising.**
11. **Innovations in TV advertising and sponsorships.**
12. **The Creative Revolution of the 1960s.**
13. **Cable TV and advertising channels.**
14. **The impact of the internet on advertising.**
15. **Guerrilla marketing and new advertising trends.**
16. **Public service announcements and social advertising.**
17. **Government regulations in advertising.**
18. **The role of advertising in shaping public opinion.**

**Exercise 15. Make a Plan of the Text**

1. **Definition and purpose of advertising**
2. **History of advertising (Ancient, Medieval, Renaissance)**
3. **The emergence of print advertising**
4. **Development of advertising agencies**
5. **Advertising in the 20th century (radio, TV, branding)**
6. **The rise of internet advertising**
7. **Modern advertising strategies (guerrilla, social media)**
8. **The role of advertising in public interest**

**Exercise 16. Shorten the text and summarize it.**

**The central idea of the reading passage is about** the history and evolution of advertising from ancient times to modern innovations.

**Summary:** Advertising has existed since ancient times, starting with wall paintings and papyrus announcements. In the Middle Ages, trade signs were used due to widespread illiteracy. The first print ads appeared in the 17th century, and the 19th century saw the rise of advertising agencies. The 20th century brought radio and television advertising, with companies using branding and creative campaigns. The Internet revolutionized advertising in the 1990s, leading to targeted and interactive ads. Public service advertising also plays a role in spreading awareness on social issues.

**Important facts:**

* The first print ads appeared in 17th-century England.
* The first advertising agency was founded by Volney Palmer in the 1840s.
* The BBC was originally a private company before becoming a public service broadcaster.
* The 1960s brought a "Creative Revolution" in advertising.
* Guerrilla marketing is a modern advertising trend.

**Personal viewpoint:** Advertising is an essential part of modern business, but it should be regulated to avoid misleading content. The rise of digital advertising has made ads more personalized but also more intrusive.