

## Monologue "Advertising". 5130201/30002, Путята Михаил.

Will Rogers said that advertising is the art of persuading people to spend money they don't have on things they don't need. This quote perfectly captures the essence of advertising in our modern world. In this speech, I will delve into the world of advertising, exploring what makes a good advert, the manipulation of images in advertising, and introducing some fresh ideas on the topic.

Advertising is a form of communication that aims to promote or sell a product or service. Companies use advertising to make people interested in their offerings, to make them want the product, and ultimately, to make a profit. The AIDA formula - Attention, Interest, Desire, Action - is a common framework used by marketers to guide their advertising strategies. By attracting one's attention easily and keeping them focused on the product or service, companies can increase sales and achieve their business goals.

A good advertisement should be one that is visually appealing and effectively conveys information about the product or service. For instance, I recently came across an advertisement for a new Rubik's Cube that caught my attention. The ad featured an elegant design and an eye-catching tagline that underscored the brand's commitment to quality. This set it apart from its competitors and I was amazed by this ad.

However, not all advertisements are created equal. Some ads resort to manipulating images to create an idealized version of reality. By using various software programs, images in adverts can be digitally retouched to make someone look more physically perfect or to promote an unrealistic and distorted image. While this may attract one's attention easily and generate buzz, it can also cause a great deal of controversy and ethical concerns.

On one hand, manipulating images in advertising can help create visually stunning campaigns that capture the audience's imagination. On the other hand, it can perpetuate unrealistic beauty standards. Finally, as consumers, we need to use critical skills to discern between authentic representations and exaggerated portrayals in advertising.

In addition to manipulating images, companies also rely on word-of-mouth advertising to promote their products. By creating a buzz around their offerings, companies can generate interest and drive sales. Moreover, having an instantly recognizable logo can help identify the symbol with the company and put them on the map.

Additionally, it is crucial for companies to strike a balance between creativity and honesty in their advertising campaigns. While creativity can help capture the audience's attention, honesty is key to building trust with consumers. If companies provide truthful and accurate information about their products and services, they will be able to maintain trust in the eyes of their customers.

In conclusion, advertising plays a significant role in shaping consumer behavior and driving sales for businesses. By understanding the principles of effective advertising and being mindful of image manipulation techniques, we can make informed decisions as consumers. It is essential for companies to prioritize honesty and authenticity in their advertising efforts to build long-lasting relationships with their target audience. After all, remember, it pays to advertise, but it pays even more to advertise ethically and responsibly.

Active Vocabulary: 18, Grammar Structures: 4, Linkers: 11. Total: 512 words.