

Advertising-Features & Advantages



Vocabulary

Endorsement: the fact of a famous person appearing in an advertisement saying that they use and like a product.

Monopoly: complete control of the supply of particular goods or services, or a company or group that has such control.

Optimum: best; most likely to bring success or advantage.

Advertising & Its History

A way to communicate with users, advertising is non-personal, paid audio or visual communication which sells a product, service, or idea. *The term 'advertising' originates from the Latin word 'advertere' which means "to turn the mind towards".*

Currently, advertising is present in multiple forms all around us—on the radio, television, in movies, newspapers, magazines, on the internet, and even people (in the form of **endorsements**).

Watch the history of advertisement here:

<https://www.youtube.com/watch?v=7d3VAYGnXjY>