

SOCIAL AND CULTURAL ASPECTS OF ADVERTISING

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Advertising is an essential attribute of a market economy: it accompanies the competition between different companies. And as we all know, advertising is the engine of trade. So in everyday life we face with advertising everywhere: in the streets, in the magazines, on the radio and TV, when surfing the Internet, in a subway or even in our mobile phones. Therefore it is very important to know the main purpose of advertising and how it affects today's society and national economy as a whole. So the main purpose of advertisement is to gain an interest of a prospective client in a product.

The aim of a good advertisement is to create a consumer demand to buy the advertised product or service. This is based on basic economic law, which states that human needs are endless. But recently there is very important question of what advertising brings to people more: help or harm. Although the average citizen is usually annoyed by all the advertisements printed in newspapers and magazines, but it always helps the manufacturer to communicate with a wide range of consumers. Conversely, customers can choose better producer among the proposals. Sometimes it may be useful for us, for example, advertising helps us choose right. Thanks to advertising, we can learn more and more about goods and services that interesting to us.

But, on the other hand, the advertising is beyond our control. We cannot fully eliminate all the advertisements in the world, because it will lead to the collapse of the economy. Next bad quality of advertising is its obtrusiveness. Advertisements are everywhere and sometimes, through advertising, we are forced to buy the goods and services that we do not need, just because of different promotions or discounts. It is a very intelligent and thoughtful marketing ploy from the side of entrepreneurs. I also believe the poor quality of advertised goods is often stupid, sometimes even meaningless. Of course, advertisement is everywhere. It influences on us and forms our views and preferences. Besides, it makes us aware of a technological progress and development of society.

Resources:

1. The social and cultural effects of advertising - [Digital resources] – Access mode: http://www.crvp.org/book/Series05/v-4/chapter_vi.htm
2. Advertising and development - [Digital resources] – Access mode: <http://www.bhavesads.com/advertisement/advertising-and-development.php>