

# All About Advertising





Advertising tells  
people about services  
and products.

## What is Advertising?

Advertising is a way to tell people about companies, products, services, or ideas. Businesses use ads to sell products and services. People use ads to sell houses, cars, and other things.

Political parties and candidates run ad campaigns to get votes. Groups and organizations run ad campaigns to tell people about a cause or to influence how people think or act on an issue. For example, environmental groups use ads to encourage people to protect the environment. The United States government advertises to encourage people to join the armed forces.

The United States has the largest advertising industry in the world. Ads are important to the communications industry because that's how newspapers, magazines, TV stations, and radio stations earn much of their money. Companies pay for advertising space in newspapers and magazines and for advertising time on television and radio.

### Key Notes:

Who uses advertising?

---

---





## Forms of Advertising

Advertising reaches people through diverse forms of communication called media. Common advertising media in the United States include television, radio, newspapers, magazines, and the Internet.

Television commercials help advertisers reach diverse audiences because most people watch television. Radio helps advertisers reach people who are away from home or who are doing things at home, like exercising.

Newspapers and magazines ads are called print advertising. Because magazines attract certain readers, companies that make CDs advertise through music magazines. Also, sporting goods stores advertise in sports magazines.

The newest form of advertising is Internet advertising. Some companies advertise on the Internet with pop up ads on web sites.

The next time you buy something, think about where you heard about it. There's a good chance it was through advertising.

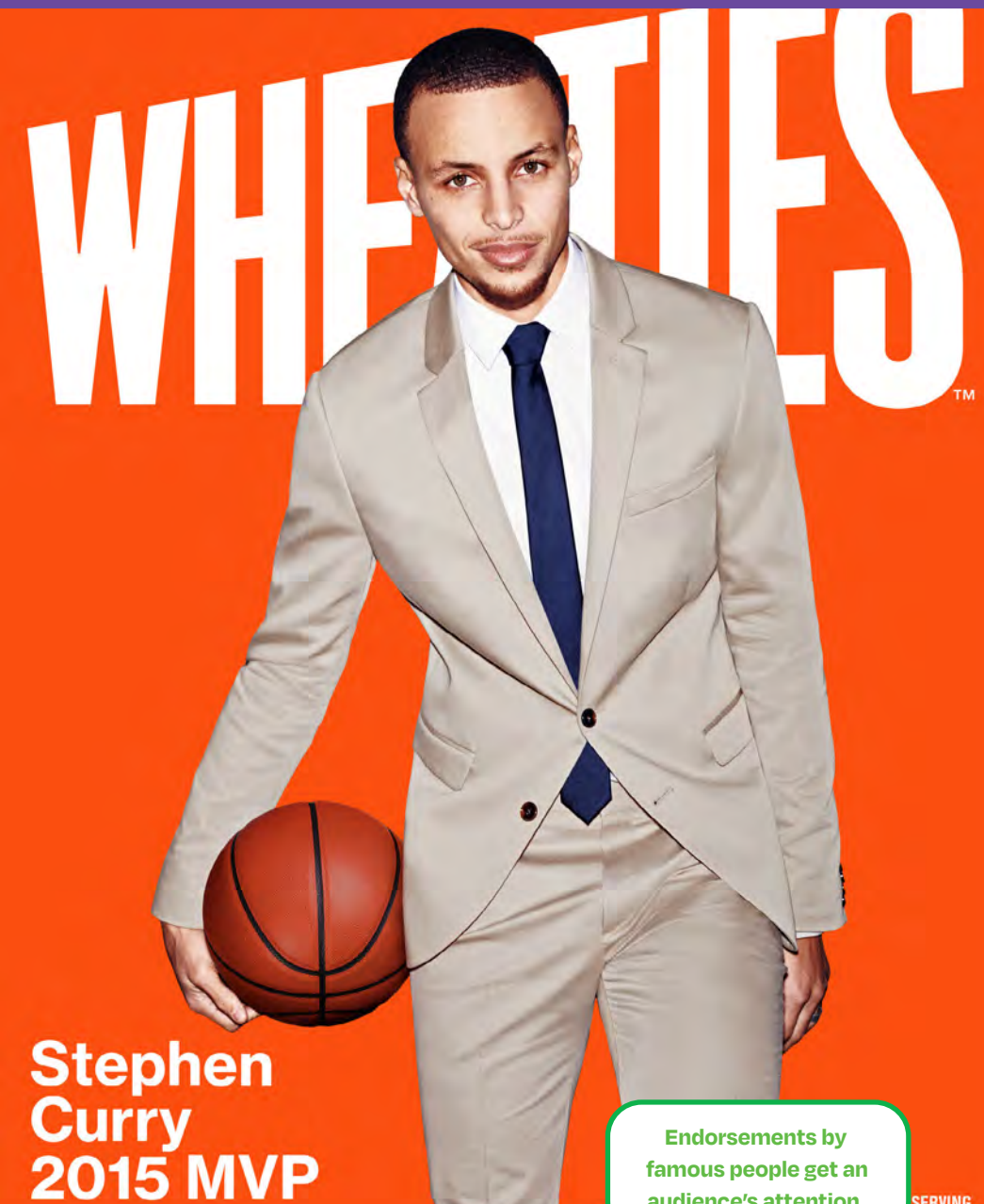
### Key Notes:

What are three forms of advertising?

---

---

Travel magazines  
are one form of  
advertising media.



Endorsements by famous people get an audience's attention.

## Smart Advertising

To be effective, ads have to attract people's attention. One way to attract attention is to have a famous person in the ad. After all, if your favorite movie star or athlete were in an ad, you'd probably pay attention. This kind of advertising is called an endorsement. Endorsements are effective because they link a company or product with someone many people respect.

Another way for ads to attract attention is through sponsoring a television or radio program. Sponsors are people or companies that pay part of a program's costs. Many people have favorite shows that they tune into, so sponsors know they will have an audience for their ads.

Advertisers spend a lot of time thinking about the people to choose for product endorsements, the programs to sponsor, and the shows to advertise on. Making the right decision is smart advertising.

### Key Notes:

What is smart advertising?

---

---



**FINAL SALE**

**-30% -50%**

**-60% -70%**

A smart shopper gets  
the best product at  
the best price.

## Advertising and You

Some advertising is deceptive. It manipulates people into spending too much money or buying things they don't need. It could manipulate people into eating food that is not healthful. Some deceptive ads also don't tell the truth about a product or make promises that are later broken.

There are laws against deceptive advertising, but your best protection is to think for yourself. Before you believe what an ad says, ask yourself a few questions about the product. Do you really need new shoes? Do you need those shoes at that exact price? Can you buy other shoes that are just as good for less money?

The purpose of advertising is to make people buy things. Being a smart shopper means only buying the things you want and need, and getting the best product at the best price.

### Key Notes:

How can ads manipulate people?

---

---

# Photo Credits

Cover: Photo by JJBers, 2018, in Flickr. CC BY 2.0

Page 2: Photo by John Howard, 2013, in Flickr.  
CC BY-NC-ND 2.0

Page 4: Photo by DigitalNomadMag, 2014, in Flickr.  
CC BY-SA 2.0

Page 6: Photo by rocor, 2015, in Flickr. CC BY-NC 2.0

Page 8: Photo by Ivan Radic, 2021, in Flickr. CC BY 2.0

©2022 TextProject, Inc. Some rights reserved.  
ISBN: 978-1-959326-40-3



This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/us/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

"TextProject" and TextProject and TopicReads logos are trademarks of TextProject, Inc.