

Advertising Effects



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Reading

Advertising, by its simplest definition, is any method of calling the public's attention to a product or a service without person-to-person selling. It's a form of salesmanship that distributes a selling message to many people at one time, and television is by far the most effective medium for advertising.

In a TV commercial the advertiser is trying to persuade you to go out and buy a particular product. He/She wants to make you feel that you really must have it. To do this, he/she uses a number of different effects. Here are some of them:

1. **The "Scientific" effect:** A serious-looking man or woman with glasses and a white coat, possibly a doctor or a professor, tells you about the advantages of the product.
2. **The words-and-music effect:** The name of the product is repeated over and over again, put into a rhyme and sung several times in the hope that you won't forget it.

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