



Advertising



Read the passage below and answer the questions on the next page.

Advertising is the art of convincing people to buy a product or service. It can be seen everywhere; on television, radio, the internet, and even billboards. It is an important part of commerce because it informs customers about products that they might not otherwise know about. Advertising also helps companies increase their sales by creating brand recognition and loyalty.

Advertising is used in many different forms, including television commercials, radio advertisements, print ads, and online campaigns. While each form of advertising has its own advantages, all have the same goal: to persuade people to buy a product or service. Television commercials are often used because of their reach and ability to create an emotional response from viewers. Radio ads provide short bursts of information about products and services that can be heard while driving or on the go. Print ads are effective for reaching specific target markets and delivering detailed information. Online campaigns use interactive digital content such as videos and websites to engage customers with their brands.

No matter what form it takes, advertising provides valuable benefits for both businesses and consumers alike. It informs people about available products, encourages them to make informed decisions, and can spur competition within an industry. It has also become a crucial part of modern life; it is estimated that the average American sees up to 5,000 ads per day!

Advertising may have its critics, but it continues to be an important part of commerce around the world. As long as businesses need customers and customers need products and services, then advertising will remain a vital force in society.

1) What is advertising according to the text?

2) What are some of the different forms of advertising?

3) What benefits does advertising provide for businesses and consumers?

4) What are radio ads good for?

5) How many ads does the average American see per day?
