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In the 20th century the media dominated print, radio and television, attracting a wide range of the public, allowing them to read, listen and look at the world around them in ways that they had not previously been able to do. Beginning in 1989, the World Wide Web, (W3C.org) was invented, and it developed a virtual software environment laid on top of the physical structure of internet wiring, which has since allowed the public to message, tweet, send and receive emails, photos and videos; and interact with user sites such as Twitter, Facebook and many others. In addition to disseminating knowledge and connecting to the world, the media play another role: they disseminate information about products and services, translating the benefits of specific products and services through advertising. The advertising industry is huge. Advertisers spent a total of \$267 billion in grants in 2016, most of them from fast-growing companies in China like Alibaba. Procter and Gamble spent more on advertising than any other company, a whopping \$10.5 billion, followed closely by electronics companies, Samsung, with spending of \$9.9 billion. Many companies spend a lot of money on advertising, relying on various forms of media out there to spread the word about their products and increase their sales. Here's a breakdown of the role of advertising in the media. Advertising alert people to new products and services in the market that can potentially meet their needs or solve their problems. Typical advertising will tell you what is a service or product, where you can buy it, for how much, by whom and why to buy it. This is possible thanks to the power of the media to reach millions of people at the same time. Think of all the popular brands that you know, such as Coca-Cola or McDonald's. These brands are where they are today because they used the advertising phenomenon well. Through constant reprinting and playable for large groups of people, the media popularizes the brand. Many people see it a few times and it sticks to their heads. Eventually, when they see it there, they will recognize it and most likely buy it. The target audience of advertising is generally large, whether you advertise on social media, print media, radio or television. Well-designed advertising will convince the public that they should buy the product or subscribe to the advertised service. As a result, everything that is already on the market becomes exhausted or re-signed, which leads to an increase in demand for goods or services. This one works for the same reasons as one on demand. Ads are usually displayed for large groups of people at the same time. This means that even at a low low Speed, many people will end up buying your products eventually. If you perform your ad well, you will get a good conversion rate and great sales. Increased sales, of course, means an increase in profits. It all comes down to how well you do your ads. A poorly executed ad won't do you any good for your company, no matter how many people see it. A well executed ad, on the other hand, can work wonders for your bottom line and turn your brand into a household name. Ultimately, there is no denying that advertising in the media is the fuel that drives global business. About author Nicky is a business writer with nearly two decades of practical and publishing experience. It has been published in several business publications, including Employment Times, Web hosting Sun and WOW! women on writing. She also studied business in college. WHAT IS ADVERTISING? Definitions To have a clear idea of what advertising is all about we will consider the definitions of three world-class professional bodies. American Marketing Association (AMA) Advertising any paid form of non-personal presentation and promotion of ideas of goods or services identified by the sponsor. The Nigerian Advertising Professionals Council (APCON) Advertising is a form of communication about products and services paid for by the sponsor through the media. The United Kingdom Advertising Association is a means of communication with users of a product or service. Advertising is a message paid for by those who send them and is intended to inform or influence the people who receive them. The key issues in these definitions are: Pay for advertising. Identified sponsor. A form of communication or promotion. Not personal. Advertising is paid in the sense that the advertiser pays for the space or time in which his or her advertising appears. It is not personal, because no person of flesh and blood is faced with perspective, and therefore the promotional message cannot be changed according to the reaction of the perspective. Ideas can be advertised as well as goods or services, as shown in trade union advertisements during labor conflicts. The identified sponsor is present as the name of the organization, the brand product or the person who paid for it. Advertising appears in recognized major media - newspapers, magazines, television, radio, open (primarily billboards), direct mail, and transit (car maps) and of course the Internet. Advertising is and will continue to be one of the main forms of mass communications used in the modern business world of countries whose economies are organized in nationalistic or modified nationalist directions. Advertising very important to the success of the organization's marketing efforts because it provides a significant boost to the company's marketing efforts. It's This. current and potential users of the product about the availability, quality and capabilities of the product. Advertising Ethics Advertising has its core ethics to be taken seriously. This is due to the role of advertising as a means of communication, which is used to entice and convince the target audience to decide to purchase a product. Therefore, good advertising should not be deceitful or misleading or intended to deceive its target audience. When advertising is false, such advertising, however, is only effective for a short period of time and can sensitize the customer to a negative attitude towards a product that they would be unethically lured to buy only once. ROLE OF ADVERTISING In marketing, advertising will continue to play an important role, such as: Awareness Advertising can alert you to new products that come to market. It contains information about what product is, what it makes and why you should buy it. This brings to your attention where the product can be bought, how much it costs or who can use it; in terms of age and negative consequences when misused. Profits of both print and broadcast media reach a huge audience at the same time. The subsequent effect on advertising is that it increases the rate at which advertised products or services are sold. Well-executed advertising encourages you to try out the product by buying it. This, in turn, increases sales. Increased sales leads to profits for the manufacturer. Brand advertising promotes brands. The media popularize the brand through constant reproduction and in print media, through repetitive publications. Thus, target customers remember the brand and buy the product. For example, the recognition of labels such as Coca-Cola is due to successful advertising. Demand, regardless of whether the form of media is printed or broadcast, the target audience is large. Where advertising convinces and convinces the public of the products or services offered, more and more people will be inclined to buy or go to these services. Products already on the market get exhausted and services are overcrowded. There is a subsequent demand for a greater supply of goods and services. ADVERTISING MEDIA These are a variety of tools (advertising tools) such as billboards, magazines, newspapers, radio, television and the Internet, through which advertisements are communicated to the public through words, speeches and photos. There are two main types of advertising media: print media and electronic media. Print Media Is one of the oldest media advertisements that show advertisements in distributed publications that can be daily weekly or monthly. These publications include newspapers, magazines, magazines and periodicals, etc. Newspapers as a whole have three types - local, national and international newspapers. Newspapers. Newspapers are commonly used for locally oriented advertisements; for example, retail advertising, classified advertising, promotion of local products and events. National newspapers are used to cover larger target markets and projects that have broader interests throughout the country. International newspapers project around the world. Magazines are used to appeal to especially audiences, which can be social or technical in features and because of the special nature of the magazine audience. Electronic media are media that use electronics or electromechanical energy for end users (audiences) to access content. This media consists mainly of radio and television as well as the Internet. However, the launch of smartphones is considered a new type of electronic media. While radio provides sounds, television provides sound, visuals and movement and can be dazzlingly appealing to viewers, especially when the television is painted. However the radio came before the television and is still more widespread. ELECTRONIC MEDIA Benefits of Electronic Media 1. Fast transmission requires only a few seconds to communicate through electronic media because it supports fast transmission. 2. The broad reach of the world has become a global village and communications around the world can only take second place. The low cost of electronic communication saves time and money. For example, text messages are cheaper than posting traditional emails. 4. Sharing feedback With electronic communication allows you to instantly exchange feedback. Thus, communication becomes perfect through electronic media. 5. Managing global operations through the development of electronic media, business managers can easily control the work around the world. Video or teleconferences, email and mobile communication help managers in this regard. The shortcomings of electronic media communication also have their limitations: the volume of data Volume of telecommunications information is growing so rapidly that businessmen are unable to control it in due course. The cost of developing electronic communications requires huge investments in infrastructure development. Frequent changes in technology also require further investment. Legal status data or information, if faxed, can be distorted and bring zero meaning to the eyes of the law. Unsold data cannot be obtained due to a system error or technology malfunction, so the required service can be delayed by the dependency technology changes every day and therefore organizations face a problem because they cannot afford new or advanced technologies. ADVANTAGES AND ITEMS OF PRINT MEDIA The benefits of print advertising in print media, according to Demand Media, offer its own set of advantages over other forms of media. Unlimited exposure print such as newspapers and magazines allow unlimited exposure. Unlike television or radio, where advertising time is planned, prospects have the potential impact of print advertising at almost any time. The newspaper or magazine left on the table can be viewed again and at the reader's discretion. The reader also has the opportunity to study advertising at leisure and is not limited to 30 or 60 seconds. Unobtrusive print advertising is less intrusive than other forms of sm. Radio and television advertising often interrupts programming, which can sometimes be annoying. With print media, perspective has more control about when to view advertising, which eliminates breaks. Target Marketing Some forms of print media allow for a high level of targeted marketing. For example, magazines tend to be highly specialized, so you can design ads to reach out to specific readers. People can read their hometown newspapers daily and can also subscribe to specific magazines for long periods of time. This frequent readership helps to strengthen the advertiser's message or even develops an ongoing campaign that can cover several issues. Advertising in publications that have been around for years can also lend credibility to the advertiser. Position Flexibility Advertisers tend to have a choice where they place their ads for publication. If the budget allows, the advertiser can choose the place that offers the highest visibility, such as the back cover of the magazine or the higher times in the newspaper. Newspapers also offer flexibility in choosing the desired size of advertising, such as a full page or a quarter page. The drawbacks of print media Are: Dullness Printed Media cannot capture the sound and movement required by an audience raised on audio and video television and the Internet. Time time, because the print media includes production, the information takes time before it ever reaches you. Our fast-paced world can make this knowledge obsolete by the time they appear on the page and reach your doorstep. Printing materials includes papers, printers, etc. all of which cost money. Distribution Print can only reach its audience when it is distributed through infrastructure that requires vehicles and people that also costs money. Waste After As you read the print media, you are left with the material that you need to throw away. These wastes are constantly accumulating in our classrooms. SELECTING ADVERTISING MEDIA WHEN which media choose for advertising purposes, firms should consider a number of factors. Budget What is your overall advertising budget? Will your budget give you the coverage you want? A firm that has a limited advertising budget will limit the amount of coverage some media can provide. You will need to find a balance between budget and coverage. The purpose of the campaign One of the factors that will influence the budget and coverage of the issue is the purpose of the campaign. If the goal is to raise the brand awareness of the firm among the teen market, then it will affect any decisions you make above. You may have to spend a little more on certain publications in order to meet your goals. The target audience of the media you have chosen should obviously depend on the target audience. The firm should choose media that the target audience is associated with, for example, the magazines or papers they read, or the social networking site they use. Focus What is the message focus going to be? Will the message be emotional and work on the blame or message will clearly cut out and say why the firm is better than the leading player? Reader media audience What is the

readership of the media you want to choose? The readership is the number of times the publication has been read, so if I pick up the newspaper on the train, read it and leave it on the train, and that same newspaper was read by 10 other passengers, readers a total of 11. The Media Circulation Firm will have to find out what the total circulation of the media has chosen. So, how many publications are sold, and who exactly reads them? Timeline When do you want the ad campaign to start? Is it specific for a certain time of year, such as Easter or Christmas? SUMMARY IS a means of communication with users of a product or service. Advertising is a message paid for by those who send them and is designed to inform or influence the people who receive them. Advertising media are various means (advertising vehicles), such as billboards, magazines, newspapers, radio, television and the Internet, through which advertisements are communicated to the public using words, speeches and photographs. There are two main types of advertising media: print media and electronic media. Printed media are one of the oldest media advertisements that show advertisements in distributed publications that can be daily newspapers, weekly or monthly. These publications include newspapers, magazines, magazines and periodicals, etc. and international newspapers. Electronic media are media that use electronics or electromechanical energy to access content for end users (audiences). Advertising media, such as television, print and radio, engage the public by conveying knowledge and awareness of the products and services of companies. While it is expensive, such opportunities preferred way of advertising. Companies rely on the media to sell their products and increase sales, as the media play a significant role in advertising. When deciding which media to choose, firms should consider the following factors: budget, campaign goals, target audience, focus, readership, circulation and timing. Time. roles of media in advertising. role of media in advertising wikipedia. role of media in advertising pdf. role of media in advertising ppt. explain the role of media in advertising. role of social media in advertising. role of print media in advertising. role of advertising media in business

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