

ADVERTISING: HISTORY, INFLUENCE OF THE ECONOMY, POSITIVE AND NEGATIVE SIDES

Advertising in all centuries used human ideas about ideals, ranging from advertising goods in the markets at the beginning of commodity-money relations, explaining the God given power of kings in the middle Ages, ending with ideas about the perfect body, beauty, and health nowadays. Advertising as an instrument of the market, takes an active part in the development of all sectors of the economy: it increases sales, creates new jobs, new specializations, new products, increases competition. Advertising wasn't a part of economics in the 19th century and before because, a central focus of economic research was the development of the theory of perfectly competitive markets. This theory is not immediately suggestive of a role for advertising. Indeed, under the traditional assumptions that consumers have fixed preferences over products and perfect information, there is no reason for consumers to respond to firms advertising efforts. Advertising started to develop when technological advances in communication and transportation, it became possible for manufacturers to achieve the scale economies that are associated with mass production. Large-scale brand advertising then began to appear, since it represented an important means through which a manufacturer could stimulate demand for its brand. Advertising connects a good to a need, suggesting that by consuming the good the need will be fulfilled. A common method is to link the good to the most fundamental and universal needs, most deeply felt, indeed many ads promise happiness to the buyer, much overstating the reasonable effect of the product. Advertisement usages develop all spheres of market, but it has a second side too, it makes market dirtier every year with: 1. Streets are fulfilled with advertisement on every building, on every lawn leaved tons of leaflets, fliers and other little adverts. 2. All broadcasting are fulfilled with advertisement too, it's an only way to be paid for the content that they do for us, but sometimes advertisement has no borders: annoying political speeches, useless things disturbed by broadcast channels makes watching this TV programs impossible. 3. Video makers use their popularity to make money for advertisement, for the honest one, it isn't so bad, because they receive an opportunity to make content better, but often video makers change their attitude to money, it becomes a goal, not a facility. That makes content worse, and poisons the whole video making sphere. 4. Direct-to-consumer advertising for prescription drugs has resulted in unrealistic expectations about the effectiveness of drugs and their side-effects,

voice-overs give the downside to the drug, but the visual images show healthy, happy people. It is unusual to hear that even death may be a side effect of a prescription drug. Beauty and health products may also not live up to their promises, resulting in wasted consumer dollars. Disclaimers are often hidden in very small print on product packaging and in out-of-the way spots in ad. 5. Advertisements with questionable content or promoting mentally or physically unhealthy products also impact the lives of children. Television stations geared toward programming the whole family may watch, such as sporting events, often feature advertisements containing suggestive or violent behaviors a parent would not ordinarily allow their child to see. No agency has a formal role regulating such commercials. 6. Children also are susceptible to following messages and prompts seen in ads or on commercials, including advocating for specific products or requesting certain food items.

We should be grateful for advertising for the development, that success in all areas, but it has second, not good side.