

Theory Application Paper

15 pages | 3616 words

INTRODUCTION

Advertising is mass communication an advertiser pays for in order to convince a certain segment of the public to adopt ideas or take actions of benefit to the advertiser ("The History of Advertising").

In other words, advertising is a form of communication as well as a marketing function where the advertiser pays for the use of the communications media. It is non-personal (compared to personal selling) and has to be persuasive and convincing in order to sell or secure favorable consideration. The advertiser has to communicate facts and ideas to the public in such a way that the information fits the needs, wants, and interests of the public (Crisostomo 4).

Although the goals of advertisements may differ from ad to ad, there are generalizations that can be made. The first would be that ads are made to sell products, ideas, or services. The actual sale may be immediate or eventual and it is accomplished through the mass media rather than the salesperson.

The second generalization is that ads are there to develop goodwill and build prestige. This is accomplished through institutional or public-interest advertising.

Ads are also there to pre-sell products. With brand advertising, corporations are able to condition the minds of consumers to be loyal to their brand and purchase their products in the future.

Ads are also used to widen the demand for a product. This demand can be increased if the advertisement can demonstrate alternative ways of using the particular product. This requires an investigation of the primary, secondary, and potential uses of the product.

Ads are also aimed to establish brand superiority. Although by itself, advertising does not create an industrial monopoly, it can lead to the establishment of brand superiority and dominance.

Another goal of advertising is to maintain patronage. Retail establishments, particularly, depend on advertising largely in order to maintain customer patronage.

The last objective of advertising is to speed up the movement of merchandise. This is accomplished through the stimulation and expansion of demand (Crisostomo 14).

To achieve these goals, an advertisement must appeal to human desires. There are two types of human desires: the primary wants and secondary wants (Gomez and Arante 52).

In order for an ad to be effective, it must be continuous and long-term. It is said to consist of a cycle of three stages: introductory advertising, competitive advertising, and retentive advertising (Crisostomo 12).

Advertising is a means of mass communication where words and symbols are required to convey the basic theme to the audience. Choosing the wrong word or symbol may give or arouse images that are contrary to the advertiser's purpose. These words and symbols make up the elements of an advertisement. These elements, specifically, are: the copy, the headline, the images, and the logo (Crisostomo 184-195).

For different mediums, different ways of writing advertising copies are done but must always be written from the consumers' point of view. Many advertising copiers commit the error of writing television commercials...

Application Of Theory Paper

Terry C. Jones



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investors seeking current research on business operations and management *Journal of the Institute of Actuaries and Assurance Magazine* ,1872 Design Science Research in Information Systems: Advances in Theory and Practice Ken Peffers, Marcus Rothenberger, Bill Kuechler, 2012-05-08 This book constitutes the refereed proceedings of the 7th International Conference on Design Science Research in Information Systems and Technology DERIST 2012 held in Las Vegas NV USA in May 2012 The 24 revised full papers presented together with 7 revised short papers were carefully reviewed and selected from 44 submissions The papers are organized in topical sections on DSRIS in practice DSRIS methodologies and techniques social and environmental aspects of DSRIS theory and theory building in DSRIS and evaluation of DSRIS projects **Encyclopedia of Information Science and Technology, Fourth Edition** Khosrow-Pour, D.B.A., Mehdi, 2017-06-20 In recent years our world has experienced a profound shift and progression in available computing and knowledge sharing innovations These emerging advancements have developed at a rapid pace disseminating into and affecting numerous aspects of contemporary society This has created a pivotal need for an innovative compendium encompassing the latest trends concepts and issues surrounding this relevant discipline area During the past 15 years the Encyclopedia of Information Science and Technology has become recognized as one of the landmark sources of the latest knowledge and discoveries in this discipline The Encyclopedia of Information Science and Technology Fourth Edition is a 10 volume set which includes 705 original and previously unpublished research articles covering a full range of perspectives applications and techniques contributed by thousands of experts and researchers from around the globe This authoritative encyclopedia is an all encompassing well established reference source that is ideally designed to disseminate the most forward thinking and diverse research findings With critical perspectives on the impact of information science management and new technologies in modern settings including but not limited to computer science education healthcare government engineering business and natural and physical sciences it is a pivotal and relevant source of knowledge that will benefit every professional within the field of information science and technology and is an invaluable addition to every academic and corporate library *Minutes of Proceedings of the Institution of Civil Engineers* Institution of Civil Engineers (Great Britain), 1898 The Cambridge University Calendar University of Cambridge, 1896 *Harnessing Theory for Practical Applications* ,1982 *Game Theory and Applications III* L. A. Petrosjan, V. V. Mazalov, 1997 *Game Theory Applications Volume 3* *Electrical Papers* Oliver Heaviside, 1894 *Assurance Magazine and Journal of the Institute of Actuaries* Institute of Actuaries (Great Britain), 1872 List of members issued with v 35 46 with separate paging Catalogue of Scientific Papers (1800-1900): ser. 1 , 1800-1863 Royal Society (Great Britain), 1871 Papers and Studies in Contrastive Linguistics ,1973 Vol 1 contains papers delivered at the 2d Karpacz Conference on Contrastive Linguistics 1971

Handbook of Game Theory with Economic Applications: Zero-sum two-person games Robert J. Aumann, Sergiu Hart, 1992 **The Electrician** ,1898 **Nature** ,1883

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