

Advertising: history

- The term advertising is originated from the Latin word 'adverto' which means to 'turn to'. So advertising denotes the means employed to draw attention to any object. Through an advertisement, the advertiser intends to spread his ideas about his products among his customers.
- Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products etc. Advertisement is indispensable for both the sellers and buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sales of their products without advertising them. Advertising has acquired great importance in the modern world where inspite of tough competitions in the market and fast changes in technology, one can find fashion and taste in the customers.
- Definition of advertising
- American Marketing Association has defined Advertising as any paid form of non personal presentation of ideas, goods and services by an identified sponsor.
- According to Webster, Advertising is to give public notice or to announce publicity.
- Origin and Development of Advertising
- The meaning of the word advertise was originally popular as to mark, to consider or to take note of etc. By the beginning of the 18th century, the meaning changed to 'persuade'. Persuasion is a primary element of advertising. It is enough to note here that whether in ancient or in modern advertising, persuasion has always been an integral part of successful advertising. One can safely say that modern advertising started from the time when the economic practice of buying and selling started. An example for old style advertising is the oral advertising of dental power and such other products of low technology sold in the weekly markets of even the most advanced sectors of the country. Here, the advertiser the advertising agency and sales executives all blend into person, who hawks his ware.