

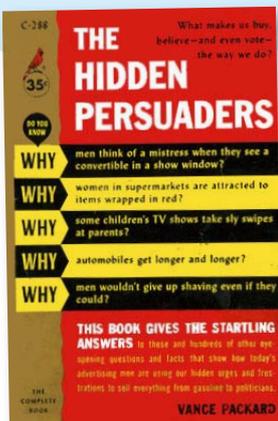
WARM UP

1 What kind of influence do you think these events had on advertising?

- the invention of newspapers
- the Industrial Revolution
- World War I
- the invention of television
- the Internet

✦ The award-winning TV series *Mad Men* is about a prestigious advertising agency on **Madison Avenue**. Set in the early 1960s, it focuses on the life, both private and professional, of creative director Don Draper.

✦ The book *The Hidden Persuaders* by **Vance Packard** was published in 1957. It explores the theme of psychological manipulation and subliminal messages in advertising to influence the public, create a desire and compel consumers to buy products that they do not want or need. It questions the morality of such techniques and also looks at their use in the world of politics.



History of advertising

A

Over time, advertising has had to respond to changes in cultural context, business demands and technology. While word-of-mouth advertising has probably existed since man first began to trade and sell goods and services, the forms of advertising we know today came about thanks to the development of the printing press and the expansion of newspapers. Paid advertisements started appearing in newspapers in the 17th century. They were quite simple, with lots of informative rather than persuasive text, and were used to announce things like the publication of a new book or the performance of a play, as well as for personal ads like 'lost and found'.

B

With the Industrial Revolution manufacturers were able to produce more goods in less time and were no longer restricted to local markets. They needed to persuade consumers all over the country – and sometimes in other parts of the world – about the benefits of their products compared to those of their competitors. Newspapers, which had become cheaper and more widely available, were the perfect way to reach this mass market of potential customers. These first advertisements just had simple descriptions of the products, with the price. By the mid-19th century it was possible to add illustrations. The language changed too and became more persuasive. And by the late 19th century, as manufacturers faced increased competition and began to understand the importance of advertising in getting their products known and sold, the first advertising agencies were set up. They offered the services of illustrators and copywriters to produce specifically designed adverts. They began to research the company and product, as well as the target market, and also started to monitor sales in relation to advertising campaigns.

C

Posters and outdoor advertising were more common in Europe than in the USA, but with the outbreak of World War I many countries started to use posters as propaganda – a way to enforce government policies and to get men to enlist to fight against the enemy. These posters often used psychological manipulation to frighten or shame the audience. With cinema and radio, there were new ways for advertising to reach a mass audience and the idea of creating a need in the consumer began to dominate advertising in the 1920s. The Great Depression negatively affected advertising spend, so advertising got tougher. It started to use key ideas such as the desire to belong, subconscious fears and sex appeal, marketing products as necessities rather than luxuries.

D

Post-war affluence, a boom in consumer spending and the perfect way to reach a mass audience – television – all meant an increase in advertising in the 1950s. At first companies sponsored, and even produced, TV programmes, then television started to offer the commercial breaks we still have today between programmes. **Madison Avenue*** in New York became the centre of the US advertising business, and working in advertising was a well-paid and powerful profession, particularly for men. David Ogilvy, for example, set up a world-class advertising agency and introduced many ideas which are still part of advertising practice today. The same period, however, also saw **Vance Packard*** accuse the advertising industry of using hidden techniques to manipulate and brainwash the public.

E

As the twentieth century started to near its end, the competition in advertising became fiercer, with bigger and bigger agencies dealing with larger and larger clients, budgets and markets. The arrival of the Internet and World Wide Web, with endless opportunities for pop up and banner advertising, caused a big shake up in the advertising world, as did targeted ads, social marketing and viral ad campaigns. A lot of advertising spend moved from traditional media to digital media, in order to keep up with the changes in business and consumer demand.



READING COMPREHENSION

2 Quickly read the text and match these titles to the correct paragraphs.

- | | |
|-----------------------------|-----------------------------|
| 1 Ad men | 4 The digital age |
| 2 Propaganda and persuasion | 5 The Industrial Revolution |
| 3 Newspaper advertising | |

3 Read the text again and answer these questions.

- 1 What were newspaper ads like in the 17th century?
- 2 How did newspaper ads change during the 19th century?
- 3 What services did the first advertising agencies offer their clients?
- 4 What was often the subject of advertising during World War I?
- 5 How did advertising change in the 1920s and 30s?
- 6 What led to an increase in advertising in the 1950s?
- 7 What was the importance of Madison Avenue to the advertising industry?
- 8 What happened to advertising expenditure because of digital media?

SPEAKING

4 Choose one of these statements to support, then have a class debate.

Consumers are able to make their own decisions and are not influenced by advertising.

Advertising brainwashes people into buying things they do not want or need.

INTERNET RESEARCH

5 Find out about an international or national logo, slogan or advertising campaign that has stood the test of time. Write a short report answering these questions.

- Who created it?
- What is it like?
- How long has it been used?
- How much has it changed over the years?
- Why do you think it continues to be successful?



For American icons, have a look at: <http://adage.com/special-reports/theadvertisingcentury/110>