**ADVERTISING**

*It is mainly through advertising that consumers are made aware of the variety of goods and service available to them. All businesses use media to communicate to consumers: newspapers, magazines, radio, television, the internet and billboards.*

*Effective advertising can sometimes make consumers believe that what is offered is* ***needed*** *not wanted.*

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Answer the following questions:

1. What ‘goods’ are each of the advertisements trying to sell?
2. What message do you think each advertisement aims to send to ‘consumers’?
3. Which advertisement attracts your attention the most? Why?
4. How does each advertisement persuade ‘consumers’ to buy their product?