

Chapter 14 Advertising

Section 14.1 Advertising Media

Section Summary with Key Terms and Academic Vocabulary

Advertising Media Businesses use advertisements, or ads, to promote their products and services. Ads are everywhere—in movie theaters, on the street, and on the Internet. They are placed in print media, which includes newspapers, magazines, and direct mail. Commercials run on TV and radio. Businesses try to build an image for their products and services through their ads. Companies often use humor in ads to leave a lasting impression with consumers. They carefully select the types of advertising and media they will use to reach their target market.

Key Terms _____

advertising Paid, non-personal form of communication that businesses use to promote their products and services

mass media Means of communication, such as television, radio, and newspapers

infomercial A 30-minute commercial

direct-mail advertising Ads sent by mail to people's homes

pop-up ads Ads that appear for a few seconds when a computer user first logs on to the Internet or clicks on to a Web site

banner ads Ads displayed across the top or bottom of a computer screen and stay there

webcast A broadcast made on the Internet

Academic Vocabulary _____

media Channels or systems of communication, information, or entertainment

communicate To transmit information, thought, or feeling so that it is satisfactorily received or understood

unique Distinctively characteristic

transit The transportation of passengers by means of a local public transportation system