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In our daily life, we perceive, listen and experience numerous products at home, in a shop, while traveling by bus and many people talk about their individuality. It is, therefore, anything, which turns person's attention towards it, is termed as 'advertising' and the way through which the advertiser makes people aware, is communication. In this way advertising and communication are related to each other.

The first requirement is that the advertisement captures the attention of its audience after communicating the message to them. In other words, the advertisement has to go through the attention filter of the target audience. Advertising communication gives new information, or it may attempt to alter existing views or beliefs of the entire audiences [2].

Many people think that advertising a product means to sell it. But the real aim of advertising is to make general public and potential buyers be aware of goods, products and services available under a brand [1, p. 13].

There are a lot of types of advertising:

**Television advertising / Music in advertising:**

The TV commercial is generally considered to be the most effective mass-market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

**Radio advertising:**

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and thus to a receiving device.

**Online advertising:**

Online advertising is a form of promotion used by the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.

**Covert advertising:**

Covert advertising, also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo.

**Press advertising:**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal.

**Billboards advertising:**

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic [5].

Like "a war cry", a company needs a Slogan to imprint its brand name in people's mind. A slogan can highlight the product's feature or benefit or ask a question or say something which has absolutely nothing to do with the product. Nike's slogan "Just Do It" doesn't say anything about the product, but yet it's one

of the most popular tagline ever. The only rule which probably should be followed is to keep it short and witty. A few words can say a lot. What makes successful **popular advertising slogans** given the amount of competitiveness seen in the marketing world? You might answer; it's the capability to capture the attention of the audience – the potential buyers. As technological developments are advancing, people are willing to double the amount of expenses set for advertising needs [3]. Here are some memorable slogans over the years which have made a mark.

- Always Coca-Cola (Coca-Cola)
- Connecting People (Nokia)
- Good to the last drop (Maxwell– House coffee)
- I'm lovin' it (McDonald's)
- The choice of a new generation (Pepsi-Cola)
- Probably the best beer in the world (Carlsberg)
- Quality never goes out of style (Levi's)
- Come to where the flavor is. Come to Marlboro Country (Marlboro)
- Do You...Yohoo!? (Yohoo)
- Think different (Apple) [5].

Of course I'm sure that all girls know this slogan of L'oreal as "You worth it" and of Maybelline – "Maybe she's born with it, Maybe it's Maybelline".

It's really true that everybody knows it and if advertising is so wide-spread maybe it is a new mass weapon, a new way of influence on our minds? This question underlines the problem – "advertising" is it good or not? This work is dedicated to the solution of this problem.

#### **The case for advertising:**

Advertisements help to increase the sale of goods and so producers can sell goods at reasonable prices. They raise the standard of living of people by drawing attention to new products and ideas. They increase the demand for goods and more workers are needed to produce goods so they provide employment.

There are many advantages of print advertisements. Newspaper readers are more likely to consider information in advertisements seriously. Print advertisements are concrete, and therefore, readers are able to pick the paper back up and read it a second time, or whenever is convenient for them. All of the information will always be right in front of them. But radio and television give impermanent information and if you miss it, you don't have a choice when you can hear it again.

Advertising can lower subscription costs, but again, it can become a circular argument.

#### **The case against advertising:**

Advertisements try to influence our emotions by making us buy things we do not need or want. They make us believe that our dreams will come true if we use their products. This is why advertisements for home cleaning products often try to convince ladies that they become perfect wives and mothers only if they use those products. They imply that money can make our dreams come true. But this is obviously not so. We cannot buy personal good looks, intelligence, good friendships or a happy family. A lot of advertisements are, therefore, a form of lying. They can also make people feel depressed and discontented with their ordinary lives, especially those people who have only a small amount of money to spend on luxuries.

The majority of mainstream commercial publications accept paid advertising, generally to help cover production costs and to provide their readers access to related resources and information [4].

In a successful business, advertising plays an essential and important role. Though advertising does not mean selling of products and services but it helps to increase your sales. At the end I want to underline that communication can't exist without advertising, because nowadays it's not the art of conversation but the way of making money.

#### **Literature references**

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