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Реклама: нужна ли она? Advertising: Do We Need It?

Economists prefer to ignore advertising because they would like to cling to a concept of human beings as strictly rational.

There are many arguments against advertising:

1. The cost of advertising drives consumer prices higher than they would be without advertising.

2. Advertising concentrates too much power in the hands of big advertisers. In free competition is a goal of the marketing system, then advertising undermines that goal by enabling the biggest advertisers in an industry to drown out the advertising messages of everybody else. The fact is, the critics say, advertising enables the makers of products with very few intrinsic differences to dominate a market on the strength of "created" differences rather than actually making a better product.

3. Advertising persuades people to buy products they don't really need. First of all, advertising manipulates consumers to think they "need" material products to meet emotional or social needs. This just serves to create a dehumanized society built on "plastic" values. Secondly, it's wasteful.

4. Advertising perpetuates stereotypes sex roles.

Proponents of advertising might sum up their case for advertising by pointing to the following positive social and economic benefits:

1. Advertising offers a choice among products and services to suit a diversity of life-styles.

2. Advertising supports the communications media — it pays for the information and entertainment that magazines, newspapers and television bring to the consumer.

3. Advertising encourages the introduction of new and better product.

4. Advertising provides a forum in which noncommercial advertiser communicate their ideas or causes to like-minded people.

В докладе изучается влияние рекламы на продвижение товаров на потребительский рынок, на цены товаров и услуг, на свободную конкуренцию и поведение людей. Рассматриваются мнения критиков рекламы и ее сторонников. Делается вывод о необходимости рекламы на современном этапе развития мировой экономики.

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