**People’s Democratic Republic Of Algereia**

**Ministery of Higher education and Scientefic Research**

**L’Arbi Ben Mhidi University**

**Department of Social and Human Sciences – Human Sciences Section**

**Level : Second year Communication**

**Course / 4**

**Advertising is a means of informing and promoting a specific product. Through it, the product owner pays the price of this advertisement to a media outlet in order to publish and introduce his product.** **Through this definition, it becomes clear to us that advertising is a media strategy used by the advertiser to spread his product through persuasion, using means of communication that may be audio or visual. Here, the goal is to influence the recipient.**

**The advertiser uses what is circulated in the social reality among individuals, that is, to produce a specific advertisement, one must resort to customs, traditions, rituals and social customs on which lifestyles are built, and then to socio-cultural awareness, meaning that the advertiser addresses the recipient in his culture, lifestyle and need for the product, on Although the recipient may do without this product, advertising builds taste among the consumer and leads him to purchase** **The advertiser must not make the product owner's faults invisible, but must reveal them to the consumer .**

**Finally, as a conclusion, advertising discourse uses language as a means of influence, and it is often seductive language that attracts the consumer to admire the product and buy it advertising must . In this sense** . **in the light of this analysis, it becomes clear to us how the cultural tastes and values of the individual change through advertising that is done in a language that society as a whole understands.**

**Bernard Catula,” Advertising and Society”**

**1- The text lacks a title provide one ?**

**2- Say whether the following statements are true or false.**

**a) Advertisein has nothing to do with media outlet.**

**b) Advertisers don’t look at individuals traditions when they promote for a specific product.**

**c) advertising discource doesn’t need language to seduce the consumer .**

**3- Answer the following questions according to the text.**

**a) What did the advertisers do to promote for a given product ?**

**b) to produce a specific advertisement, advertiser must not seek to know much about customs, traditions?**

**4- Find what or who the underlined words in the text refer to.**

1. **it (§1) b/ one (§2) c/ it (§3)**

**B/ Text Exploration**

**1- Find words in the text whose definitions follow:**

1. **To buy something (§2**
2. **) b) suggested without being directly expressed; hidden (§2)**

**Part Two:**  **Written Expression**

**Required ASSIGNGNMENT :**

**In a paragraph of five or six lines, state the foundations on which the advertisement should be based .**