

A: Academic Literacy

Read the following passage on advertising and answer the multiple-choice questions that follow:

The Influence of Advertising

1. Advertising was initially meant to make people aware of the goods available in the market. It was as simple as announcing what you have in your store or the services you offer in your premises. Over the years, advertising has evolved into a major industry that goes beyond informing, to persuading and influencing. It is a form of brainwashing consumers.

2. Advertising has become a type of culture with ardent followers. In the process, it attracts enviable attention from manufacturers and service providers who fancy an edge over their competitors. Unfortunately, in keeping with the ever-increasing demands of the manufacturers, the advertisers have resorted to creating unnecessary wants and excess consumption in most of us. This is a craving for harmful products that we are better off without. It preys on our minds, rendering us completely irrational. The billboards (hoardings), television and radio advertisements target us

from a very early age, forming our view of the world as we grow into adults.

3. The notion that the media are primarily in place to give us news is not very true. If the truth may be told, the media are there to gather a large enough audience, package them into a pricey commodity and sell it to the advertisers. The advertisers, on the other hand, are always on the lookout for a target audience to persuade them that this product or service is better than that of the competitor.

4. In a nutshell, advertising does influence people. Most of the advertisements are filled with images that equate emotional well-being with material acquisition and associate independence and leisure with consumption of alcohol. Advertising also makes people lavish their affect on products rather than real people, thereby destroying human relationships. We have become trapped in the web of advertising where products like brands