

Publicity
الإعلان

Safety first

Advertising, consumers and safety.

1- Define the following terms :

Advertising : is a commercial communication that aims
to promote products or services

Consumers : المستهلكين
are those people who purchase the product
or use the service.

Safety :
is the sum of measures that protect
consumers from danger.

دروسكم
منصة التعليم الإلكتروني

ملف الحصة المباشرة و المسجلة

حصص مباشرة

1

حصص مسجلة

2

دورات مكثفة

3

أحصل على بطاقة الإشتراك





ملف الحصة المباشرة و المسجلة

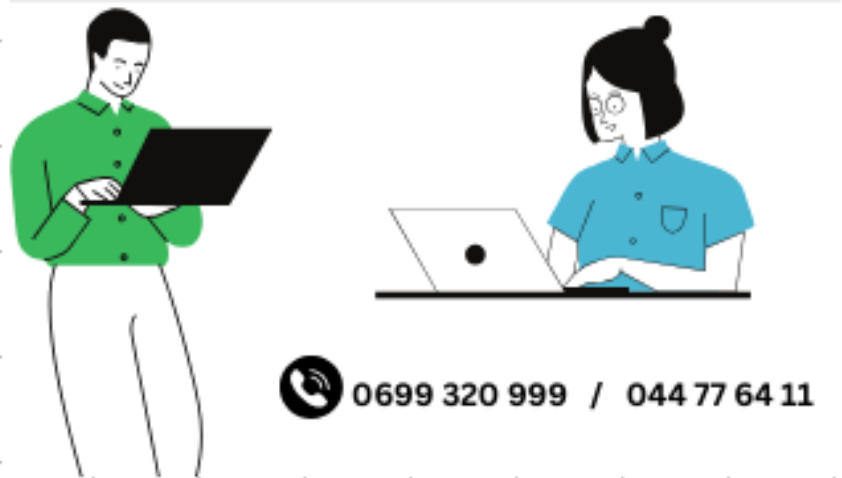
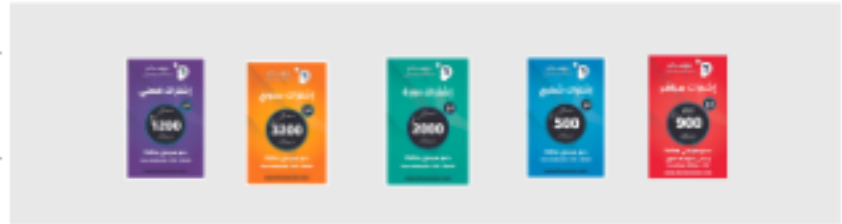


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Advertisement

means

Audio
Radio

Audio-visual
TV
Computers

Written
books
Newspaper
magazines

misleading advertiser - انتحال كالتالي

Social-media

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2- What types of food are available in the market?

Healthy \neq Unhealthy

-Link the following pictures with the suitable type of food they represent then classify them in the table below

(-Conventional food- Genetically modified food (GMES) - Fast food - Organic food)



Organic food = Natural



GMES



fast food

ready-made food



Conventional food = processed

Preservatives المواد حافظة

additives = مواد مضافة

Colours => الصبغات

flavors => النكهات

=> 70% Natural.

organic

Typical food

That come from the land to consumers

Conventional

is the food that comes from the land to the factory then to the consumer

Semi Natural

الجامعة الإلكترونية
جامعة القاهرة



ملف الحصة المباشرة و المسجلة

3- What do you think of advertising ? is it good or bad ? name the advantages and the disadvantages.

1. it facilitates the purchasing procedures by reducing the distance between companies and consumers.

2. advertisements increases sales and wealth because it has no limits and it can reach All people.

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3 - it helps in eradicating joblessness,
by providing jobs opportunities.

4 - Advertisement can limit counterfeiting
by introducing the exact price and the
Real Quality of Products

Disadvantages

1. Sometimes the ads is misleading since it focuses only the external appearance
2. The costs of advertising may exceed sales.
3. it focuses only on the positives and neglect the Dark side.
4. Some times the ads contain inappropriate pics and forbidden words in our regions

- Some ads promote unhealthy
and harmful products such as
Cigarettes, Sandwiches and
gaseous drinks

4- Use the previous notes to write an article about the advantages and the disadvantages of advertising .

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a- The advantages of advertising.

Advertising is a form of communication that encourages and inform an audience to make a purchase decision about a product or service. Due to its advantages, it has recently become a critical component in commerce.

Tool

Firstly, advertising reduces distance between consumers and companies **which** facilitate the purchasing procedures. **Secondly**, it plays a significant role in increasing product sales, **which** increases sales and boosts the economy. **Finally**, advertising informs consumers about the exact price and quality of products, **that** reduces counterfeiting and cheating.

To conclude with, advertising is a powerful tool that can help you attract customers, inform them about products and build customer trust when it is used correctly.



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b- The disadvantages of advertising :

Advertising is a form of communication that encourages an audience to make a purchase decision about a product or service while also informing viewers. Although it has recently become an important business tool, it has several drawbacks.

To begin with, it promotes unhealthy types of food **such as** sweets and junk food, and cigarettes **that** can cause many health problems such as obesity, diabetes, and cancer. **Additionally**, advertising misleads people and manipulates ^{them} people **by** hiding the negative impacts of the products and relying only on the profits. **In the same vein**, advertising sometimes can contain bad language and pictures, **which** is forbidden by our religion and society.

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