

Chapter 14 Advertising

Section 14.1 Advertising Media

Reading Activity—Apply Knowledge

Directions In each of the three boxes, make a list of five products or services that you have seen advertised using the specific type of media shown at the top of the box. Write a short paragraph explaining why the specific media might have been chosen to promote these products. Include a quote from this section in your explanation. Read the sample before you begin.

Billboards

Sample

1. Restaurants
2. Gas stations
3. Tourist attractions
4. Motels
5. Cars

Explanation: “Most billboards are large and placed near highways where they are very visible.” Many highway travelers are interested in the products mentioned in this list.

Magazines

Hint: Think about one particular magazine.

- 1.
- 2.
- 3.
- 4.
- 5.

Radio

Hint: Think about one particular radio station or a specific time of day.

- 1.
- 2.
- 3.
- 4.
- 5.

Television

Hint: Think about one particular program or a specific time of day.

- 1.
- 2.
- 3.
- 4.
- 5.