

## In Focus 1 - Speed Reading Unit 1

### The History of Advertising

Advertising is a way for people to tell others about a product or service that they think is good. It has been around for a long, long time, even before there were TVs, radios, or newspapers! In the past, people used to tell their friends and family about the things they liked. For example, if someone had great food at a restaurant, they might tell their friends about it. This is a simple form of advertising called word-of-mouth.

As people started to make and sell more things, they needed a way to tell more people about their products. So, they started to put up signs and posters to get people's attention. These signs and posters had pictures and words that told people what the product was, what it did, and why it was good. People used to paint pictures and words on walls, or boards to tell people about their business. For example, a blacksmith might put up a sign with a picture of a horse and the words "Shoes made here" to let people know they could get their horse's shoes done at their shop.

Another early example of advertising is pieces of paper called handbills with information about a product or service. People handed them out on the street. For example, a baker might make a handbill with a picture of some bread and the words "Good bread every day" to let people know they could buy bread from their shop.

Later on, when newspapers and magazines appeared, people started to put ads in them. Ads in newspapers and magazines were a great way to reach a lot of people at once. Advertisers could use pictures and words to tell people about their products, why they were special, and where people could go to buy the products.

When radios arrived at the beginning of the 20th century, ads started to be read on the radio. This was a new and very exciting way to reach people. Advertisers could use voices and music to make their ads more interesting. Then, when TVs appeared, ads became even more exciting. TV ads could use moving pictures, sound, and music to get people's attention. Advertisers could show famous people using their products and tell stories about why their products were the best.

Today, there are many ways to advertise. Ads can be on the internet, on social media, on buses, on buildings, and even on clothes! Advertisers are always looking for new ways to reach people and tell them about their products.

Advertising is important because it helps people learn about new products and services. It also helps businesses grow and make money. Advertising is a big part of our world, and it will continue to change and grow as new technologies develop. Advertisers will always be looking for new and exciting ways to reach people and tell them about their products. It has been around for a long time, and it will continue to be an important part of our world.

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When you have finished, write your time in the box.

Now, go to the next page and answer the questions. **Do NOT look back at the text.**

**Now, let's test your understanding of the text with some questions.**

1. What is the primary purpose of advertising?
  - A) To confuse people
  - B) To persuade people to do something against their will
  - C) To entertain people
  - D) To inform people about a product or service
  
2. How did advertising begin?
  - A) Through word-of-mouth
  - B) With the invention of the internet
  - C) By using television and radio
  - D) With the creation of billboards
  
3. What is an early form of advertising mentioned in the text?
  - A) Signs and posters
  - B) Digital ads
  - C) Social media
  - D) Email marketing
  
4. What did a blacksmith's sign typically advertise?
  - A) Shoes for sale
  - B) Jewelry repair
  - C) Bread
  - D) Horseshoeing services
  
5. What is a handbill?
  - A) A digital newsletter
  - B) A type of billboard
  - C) A piece of paper with advertising information
  - D) A website
  
6. When did advertisers start using newspapers and magazines for ads?
  - A) After the internet was invented
  - B) Before the invention of the radio
  - C) With the advent of social media
  - D) At the beginning of the 20th century
  
7. How did radio ads differ from earlier forms of advertising?
  - A) They used only images.
  - B) They included voices and music.
  - C) They were written.
  - D) They were exclusively visual.
  
8. What new element did TV ads introduce?
  - A) Moving pictures and sound
  - B) Music only
  - C) Sound only
  - D) Interactive elements
  
9. How does advertising benefit consumers?
  - A) By making products more expensive
  - B) By increasing taxes
  - C) By limiting their choices
  - D) By informing them about new products and services
  
10. What role does technology play in advertising?
  - A) It has no impact.
  - B) It reduces advertising effectiveness.
  - C) It helps in finding new ways to reach people.
  - D) It makes advertising obsolete.