

Good article review on advertising: summary

[Business](#), [Marketing](#)



The postmodern understanding of advertisement goes beyond the need to select what means of the platform to use. It encourages the use of all manner of methods through which consumers may be reached. Not that firm should be extravagant and use all methods at the same time economically, but that advertisers consider every outlet through which they can reach the consumer. This kind of advertising puts the consumer on the frontline so much so, advertisers will reach out through whatever method is most convenient for a specific market group. This means adverts will be put in print, on television, social media and mobile. Advertising in the view of many is only very effective when brought to unity with itself. This means that it is more about selling a product and less about which the right way to do so is. It also means that newspaper or print advertisement can work together with technology to create a digital result. After all, the result is better when firms realize that there is only falsehood to which methods are best and in the conflict of print and online advertising.

Since the main aim is to reach out to the consumer, the consumer is the most important person in advertising. Therefore, platforms will be chosen according to how efficient they are on the consumer. They are to be chosen by how easily they reach him or her. If consumers of a certain product spend most of their time on social networks then social network is the place to put advertisement. If a part of the same consumers also read newspaper, then it is important to advertise on newspaper, as well.