

## **Chapter Summary – Module Thirteen**

Advertising is the primary financial support of nearly all of the mass media. Even books and the film industry use placement as a source of income. Advertising is defined as paid persuasive information designed to persuade and/or sell products and services through the mass media. Advertising differs from news coverage and public relations activities because the advertising message is created, produced, and paid for by the advertiser, and the source of the information is clearly identified. Most advertising sells products and services, but some promotes ideas. They all share the common goal of influencing and persuading people in some way. Advertising connects buyers and sellers by talking about what is available at what price. However, advertising has negative impacts on society as well. Some argue that it raises the price of goods, while others fear that it alters social norms, affects the attitudes of children and adults, undermines the influence of family, religion and school, and creates a materialistic society, more concerned with buying things than participating in the democratic process.