

## JOHN BARTSOTAS

### A'1

**Part 1 Essay: Where do you see advertising in your day-to-day life? Do you think advertising works? Why? Why not?**

Advertisement is a word that we hear many times in our daily lives but most of us do not know that it affect us a lot. In this project we are going to talk about advertisement in our daily lives.

Advertisements are everywhere we see. We can see them on TV, in magazines, in newspapers or even in the street on the walls and in the shops and hear them on the radio. As the demand increases, companies want to sell more to the people in order to maximize their profits. But, because there are so many companies in the market, to make their products famous, they advertise them; that's why lots of advertisements exist.

Now, let's think what affect advertising has on people. Personally, I think that it works really well; for example, by using celebrities and special effects on the advertisements they attract lots of people. Companies search and find what is fashionable these days and use it in their advertisements. This is one way that some companies use to attract people, but there are million ways that a company can use in order to sell a product.

To sum up, we see advertisement everywhere and it works as we can see that lots of people are attracted to it.

**Part 2 Presentation: Create a magazine advertisement for a good or service in your community. The aim of the advertisement is to increase demand. You may present your advertisement to the class.**

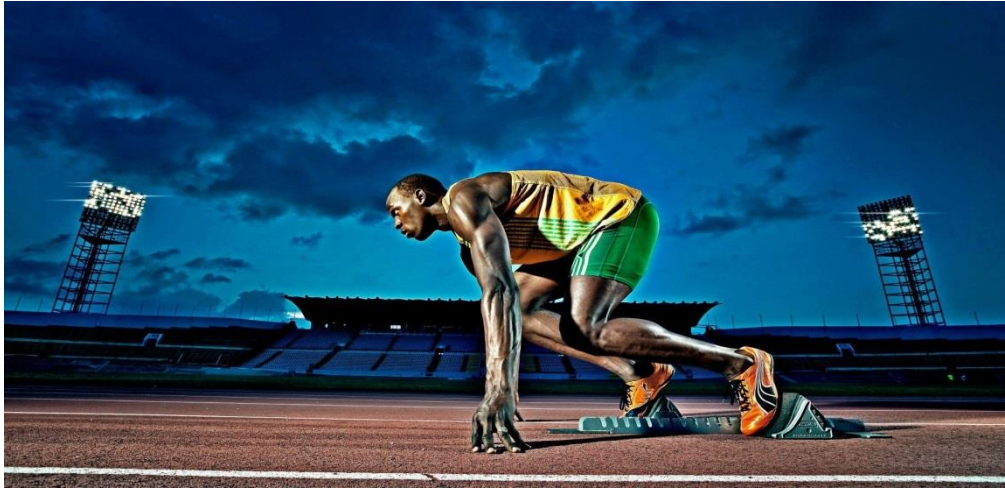
For my presentation I have created an imaginary product.

It's called: **SUPER SERUM**

## **SUPER SERUM**

Super Serum is a drink which gives you power and strength and is ideal for someone who does a sport or wants to work for a very long time.

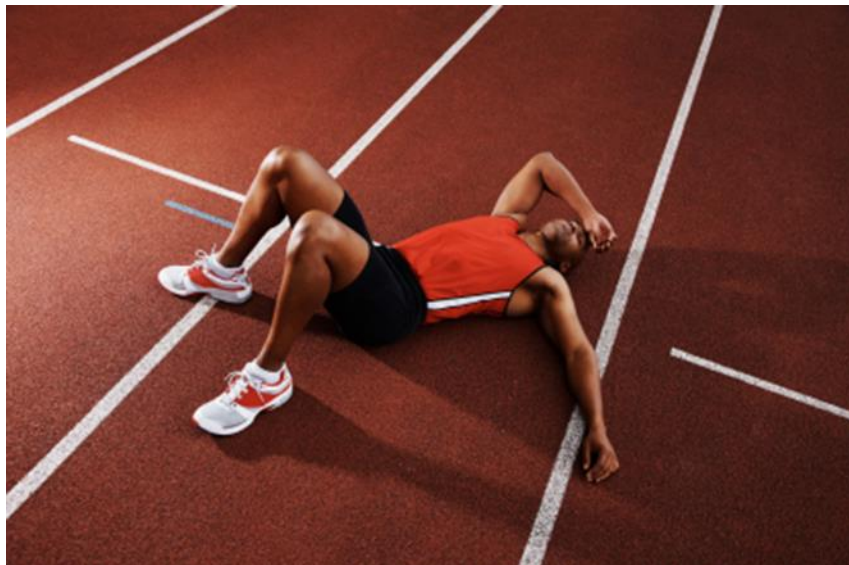






*SUPER SERUM* is a product made by Pharmathen and it contains steroids that come from plants and, because of that, it does not cause any harms. It is for people over the age of 10. It has also been approved by Food Drugs Agency (FDA).

Imagine that you are training but soon you get tired. This product ***KEEPS YOU GOING.***





With this product your life will be much better. Remember to drink one bottle of SUPER SERUM every day. If you do it, you will be strong, powerful and you will never be tired, just like Superman.

