Marketing Communications: Solutions to Review Questions

**Chapter 2**

**Review questions**

Explain why periodization in advertising history should not be considered a definitive guide to advertising’s development.

How can promotional activities in the earliest period explored in this chapter be characterised, particularly in relation to what is now understood as modern adveritisng?

Why did advertising develop significantly in the second half of the second millenium BC (after c.1500)?

Why was the Early Modern period important in the development of advertising? Consider British advertising as an example.

Why has the development of the advertising agency been so influential?

Using radio and internet advertising as examples explore the manner in which the practice has been able to utilise new technologies.

**Answers**

Answers should emphasise that historical development is fluid and uneven, rather than fixed and stable. Historical change is caused by a number of factors, some short-term and some long-term, with periods separated but with turning points in which much overlap exists. Answers should direct attention to work within marketing history exploring periodization (Hollander et al., 2005; Witkowski & Jones, 2006).

Answers should highlight that we do not know when the term advertising came in to existence (despite its etymological root lying in the latin *advertere*) but that scholars have traced examples of promotional activities akin to modern advertising as far back as antiquity, with particularly important developments in ancient Greece and Rome. Methods such as newspaper and magazine promotion, shop signs and frontage and posters and billboards used for promotion, in addition to the widespread use of oral methods, have been identified as early forms of advertising. The core elements of some of these practices have not been eradicated or changed, rather they have been developed and utilised in new and nuanced ways, and have been harnessed through technological developments to reach larger audiences.

Answers should highlight the symbiotic relationship between advertising and technology, and the impact of these on culture and society and vice versa. In the centuries preceding 1500, the practices for producing paper that had reached the West were improved, and scaled up allowing a greater number of writings and publications to be produced. The Gutenberg printing press further revolutionised this and made literature increasingly available, spreading literacy at a greater pace than any previous period. This created both the means for advertising to be produced and a greater target audience who could be engaged with it. Alongside these developments the increase in global trade presented new products and commodities to be marketed and advertised. Answers should highlight that a practice as diverse and socio-culturally important as advertising cannot be considered in a vacuum and must always be explored in the wider context of social, cultural, economic and political change.

Answers should highlight the development of advertising into a respectable industry through a process of internal and external reform and regulation. From a practice viewed with suspicion by many it became a central feature of doing business and began to develop practices and standards by which its proponents could be measured. By the late-nineteenth century it was held in much higher regard than it had been a mere 100 years earlier, and laid a platform on which the industry could be professionalized and its economic potential fully realised.

Answers should explore the development of the advertising agency in the context of the growing respectability of the industry highlighted in the answer above. Advertising agencies have been seen as crucial players in allowing the industry to develop globally, taking all advertising processes into one firm including research, creative work, media buying and other functions. A range of work has explored the manner in which this was achieved.

Answers should again highlight the relationship between technological advancements and advertising. Buchwitz (2015) has shown how the advertising on radio and internet developed in similar ways: first a period in which the technology for the medium is developed; second a period in which the medium develops a consumer base by developing content to meet demand; third a period in which marketers become interested in the medium and often have to debate their utility to the medium and its users, in order to achieve acceptance that advertising presents a necessary revenue stream for the medium, with advertising adopted separately to content; and, fourth the merging of content and advertising in order to overcome consumers seeking to delineate the two.