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PRINT ADVERTISING AS IMPORTANT MEANS FOR PROVIDING COMPANY'S COMMUNICATIONS

In today's conditions of development, advertising plays an important role, specially such a type as printed advertising materials. The specificity of the print advertising is the essence of the possibilities of printing and printed products that allows you to create a large variety of display for an object. With the help of printed materials, you can inform customers, clients, partners about discounts, congratulate on holidays, invite to the exhibition, acquaint with the existing range of goods or even just remind about your company.

The print advertising is the special information about an object, a product, a service, a firm, a legal entity or an individual. The print advertising is aimed at the visual perception of an information message by a target audience.

By the nature and combination of graphic means used in the print advertising, it is subdivided into textual (if it is dominated by the font), graphic (if the main element is the image), and complex (if it equally contains two components specified above).

Each of these varieties of the print advertising has its own specific characteristics, the totality of which determines the characteristics of the information presentation. In order to achieve maximum efficiency and not to be overlooked, the print advertising uses its own system of psychological influence. It should be emphasized that it is necessary to distinguish the print advertising from advertising in the press with such varieties as newspaper, magazine and reference. In both cases, the printing path of creation is used, but the features for the ways of presenting the information are completely different.

Thus, the print advertising is at the development stage in Ukraine, and each new year to create the advertising one uses new compositional techniques, which still need improving. To improve the print advertising it is necessary to take into account many factors, among which are the analysis of the target audience psychology, determining the scope and impact of advertising, the use of various compositional techniques. The print advertising should be as brief, concise and clear as possible, but at the same time, it should convey the main content of the message.

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