Introduction

We are living in a digital era. In the last years, social networks have become a new tool to persuade the general public. This report aims to describe the nature and quality of advertisement in our country by providing information about the effectiveness of these advertisement forms.

Social networks

Every company has its marketing department made up of community managers. A study conducted by a prestigious newspaper specialized in human resources showed that social networks were are the most valuable form of advertisement and companies invested budge~~d~~t in them. The study confirmed that Instagram was has been the most effective of all social networks. Not only the advertisement campaigns were faster spreading the message but also reached audiences of all ages. However, the study also revealed that the public could interfere more by making a bad review on ~~his~~ its social networks. The nature of social networks is public, so these negative comments can quickly impact the campaign.

Television

All families have a television (or even more than one) in their living room. Advertisement through television is a powerful tool to influence people's behaviour. According to the study, brands invest a lot of money in TV ads trying to persuade the public to acquire the newest article by influencing people through their unconscious in a subliminal way. However, the evidence suggests that only the most powerful companies can afford to produce influential advertisements. As a consequence, there is a huge bias and people can feel that they are being manipulated by the mass media.

Recommendations

In the light of the study, social networks would seem to be the best choice of advertisement. However, more steps also need to be taken to control negative reviews. Companies invest more in a good community manager with good communication to be a good interlocutor with his audience and speak on behalf of his company.