

ADVERTISING AS A CAREER

Text 1.

Is Advertising your Cup of Tea?

This great business of merchandising employs millions of whitecollar workers, from clerks in the stores to top executives in the big department stores and the advertising agencies. For most clerks the salaries are low, but they are among the highest in the United States for top executives.

Most people think "advertising" is mainly or entirely concerned with the creative process. In fact, only a relatively small number of the jobs available within the industry are to be found in this area. While there is a considerable range of creative jobs, these vary greatly in importance and remuneration.

Despite its glitzy reputation, by no means all advertising work is glamorous or highly paid. On the other hand, it offers an extraordinary wide range of interesting different jobs and career paths. And it's one of the recognized jumping-offpoints for posts in top management later on.

It's also quite a small business in terms of numbers. Because of the small numbers it employs, only a few of the many people who want to work in advertising succeed in finding jobs in it. Also, the 'wastage rate' afterwards is rather high in some areas.

For gifted and determined people, on the other hand, it can be a particularly satisfying career which also offers constant opportunities for advancement, or a change of direction.

Just all advertising jobs demand an interest in people. This is more or less the only common denominator. If you don't like people very much, advertising won't be your cup of tea. The other qualifications depend on the specific job, which can call for very different interests, aptitudes and temperaments.

Only a few exceptionally gifted creative people are employed in advertising agencies to produce the major advertising campaigns. This apart, the skill sets and necessary qualifications of writers and artists have to be considered separately.

Exercise: Answer the questions - It will help You to think about Your own project.

1. What do you think is the meaning of «your cup of tea» in the title of this text?
2. Is advertising always concerned with the creative process?
3. Are salaries in advertising business the highest in the United States?
4. Why is advertising work so attractive for people?
5. Is it easy to find a job in advertising?
6. What opportunities does advertising offer?
7. All advertising jobs demand an interest in people, don't they?