

## The Role and Importance of Writing in Advertising

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**Abstract:** The purpose of this paper is to reflect the role and importance of writing in advertising, frontline factors to this phenomenon, objectives, forms of presentation and advertising of a product to the public. In this regard, stationery and normative aesthetics is a wide range of national and more importantly, to advertise. In particular Mountain Tourism, which is about transparency and presentation of advertising in general that always has an essential role, a real publicity to succeed. Each transparency was presented through the script, wanted to be articulate and precise visuals, good so the f to be satisfied, for expenses incurred. The role of writing has a great importance here. Explicate site, if it is written in accordance selected and linguistic norms, first, as is proclaimed and qualitative proved, how serious is the truth, as has verified the performance results shown in this kind of advertising. So, these are the essential features and characteristics to achieve the highest possible degree of realism of goals, development goals designed cautiously. Transparency advertising becomes even between different electronic media. The art of writing in advertising is essential to attract, to make them more approachable, motivated and more confident as users, consumers, after trials indicated experience in advertising and organization. Surely this will result and will significantly advance the reliability and convincing the clients. While on the other hand will provide development and quality of results required and successful. The connections of these have a close connection to literary writing, aesthetic and scientific life, is essential phenomenon which shows a picture quite serious and important business.

**Key words:** advertising; tourism; media; art of writing; the customer

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### 1. Introduction

The main factor reflecting economic performance is the transparency of the objective of social development. Advertising a tourist business or any other business of any real and serious reflection for between linguistic and aesthetic standard script and artistic role play experience are very important factors for concrete evidence of economic development. Affirmation, how serious and real, to have a sound basis and performance can be ascertained, as advancement in economic development is reliable evidence of strengthening the state. Significantly decrease unemployment and poverty, and very vital factor for the development of the country important. The essential factor is therefore the affirmation of real transparency. As factual evidence of performance from the experiences of the business, exploited all mechanisms to achieve even better quality and success advancing based on the existing basis, fair and accurate, which will be promoted, or crowned, between aesthetic writing or other

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artistic audience, to a profitable marketing. Expressive art, which should be presented between writing, is required to be well and accurately articulate that size, as the normative, that the consumer be satisfied, for expenses incurred. Be satisfied the administration, various notes and accurate contact, all these be tailored aesthetic and fluid. Advertising becomes transparent to more important and visible (eye), where attendance higher measure of consumers. Dimensions and transparent colors have also drawn on them the importance and its aesthetics. They reinforce advertising. Transparency will become even between different electronic media and digital. However the marketing (advertising) be more success, seeks truth, evidence and transparency in all directions that economic and political situation to be in favor of the right. So will achieve the purpose and success of the organization, on the one hand, while continuing employment and contemporary economic upturn on the other side.

### **2. Transparency Written Right in Advertising**

Advertising a business, there are generally larger and more meaningful, since by his appearance through writing transparent, although at first seems like something easy and not that size principle, then we will be misleading too. For any serious advertising must first be supported in essence and in its real content, and moral, so and so, who asked to be truly binding and transparent, which should contain:

(a) Have a dictionary language chosen native language and standards of the host, using its adjacent qualitative adjustments from other languages, starting from the official language world and then in the first place, according to the interest of visitors, that have adapted words accurately and fluently, understandable and accessible to all customers in their own language;

(b) Transparency as concrete and real. To relying on the qualities as true and, as advanced by the business or phenomenon, which will be expressed for between writing or other spoken media, should they be advertised or published, first and in time right, presenting clearly, all existing data and reliably in the forms, the most concrete and precise, for all the features, it has and that approach itself in it, which should be transparent, for between print advertising to the aesthetic, or even talk right.

(c) There is a great importance here should be taken special care to all existing data in order to clear and comprehensive explanation, that what may be approaching customers, clients or fans, in the most right and concrete. Thus, for all existing data and have serious importance special factors undoubtedly subjective and objective ones, for which the Client has received complete and accurate, for between transparency right in question. They shall, however, see and be convinced itself, the reality which has been affirmed and that should not be, nor that he must not in any way that consumers, fans or other passengers, be disappointed, for what has been provided for between a marketing, namely its advertising. So real accuracy and truthfulness are an essential factor for economic advancement and no doubt, that the success achieved is the quality of concrete evidence and essential transparent and advancing — out performances, then, can we say that we have achieved our goals.

(d) The authenticity of achieving our goals through this transparent will be documented reality when we are loyal to this business and consistently draw innovations and demand even more pleasing to our customers. So means, for any day rather entice more fans, our tourists, more work and our approximation, as pleasant, for between transparency innovations continuously and accurately.

### 3. Importance Aesthetic Writing and Staging Artistic Television Advertising (Marketing)<sup>1</sup>

Transparency of a marketing, business has its own policy of promoting its essential, with television and concrete inserts or fluent written and understandable. Television advertisements, but also electronics, have a special significance when between castings business that will appear in between scenic art which plays an important role in choosing famous actors and talents of the most attractive areas comics and gesture, who give color and taste even more powerful and more enjoyable of a product, tool, technical materials, recreation, or something else, that customer will necessarily postponed and made for himself and so he will become spiritually member of this transparency.

Undoubtedly, that even these ads when submitted through writing, have its own specific characteristic. Because in the first place should be submitted to choose between a spelling dictionary, as linguistic aesthetics, Dictionary of Economics (Artan Nimani, 2012). Therefore, in these cases required additional care to the extent or normative language, for among which will be drawn advertising, aimed essential to bring or attract and persuade more specifically as clients, customers through the preparation of written testimony and thanks. So the companies are required, however, that advertising finally comply with all features as opposed to between advertising writing. It should, to specified clear and precise, for each direction or area, that dedicated this transparency, getting started, as the quality, reality, sustainability, desire, satisfaction of the customer who will also become a part of the voluntary and faithful testimony of this transparency.

In this regard, chosen normative writing or spelling and aesthetics is an even wider range of major and national interests. It is very important to advertise a marketing, as a real and serious. Proper use and aesthetic of the article, which coincides with reality, is definitely a necessity. Adaj recently also will be inevitable and the success which would give concrete results reliably and profitable. So that and Economic Dictionaries have a special significance in their terminology (Artan Nimani, 2012).

### 4. Transparency and Linguistic Aesthetics in Marketing

Writing in the form of artistic linguistic is an honor. To doubt, that even in an advertisement, will this particular importance, as well as a national business that size, because the words have to have, and selected as the seductive aesthetic. Because here it is requested that primarily draw some conclusions which also carry general?

How are the expressions of indigenous rights and accessible even strokes; how are closely related to transparency and reality; how are concrete and serious advertising; as evidence of business experiences that company; what it is about business, and how are those words expressed to the dictionary; how are fluent in the language and spelling words and unified standard Albanian. This has value for all, especially for readers or fans who are interested, for that business.

So with human respect, as will less measured and wise, certainly, to be this good echo it advertising, not only on the spot, but to a very broad spectrum of supporters and visitors, who will be seen advancing continuously visible to logged cooperation in all types of businesses and markets which are serious in their activities.

Art therefore is a master of something. Therefore, as an essential factor of the reflecting of a business are: First scenic art and he orthographic linguistic and aesthetic, when really justify reality of that business. So forms are selected and targeted expression and writing, to an advertisement or transparency, respectively, which

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<sup>1</sup> Instituti I Medias, Tiranë, 2012.

marketing really has to do with a successful economic development and national levels especially when the quality and advanced developments of fields business.

Overview such advertising should that necessarily are based on current accuracy, and factual: What is the infrastructure requirements, objective, economic and relaxing ..? Are accurately and realistically supported and in accordance with transparency factual existing.

Are documented and verified by expert actual performance. So should they exactly accurate, as advertised without the childhood difference ... All these have close The connection with scientific and literary life and aesthetic. Writing aesthetics is essential and necessary phenomenon which proves down clearly in apstrakcion, which appears as a serious statement, as real, but also very important. The authenticity required, as the Breda and by performance, rely on the accuracy which would testify accuracy and consistent with the stated levels of transparency, identical forms and features, as shown them, generally based on real transparency the propagation or marketing.

Therefore, we can conclude:

Proverb in Albanian says: “goods good, master safe!<sup>2</sup>”

Each transparency, which appears to between aesthetic script language, it must be better articulated and precise visuals, as well as normative. As a consumer to be satisfied, for costs made. Satisfied the administration, to the full stories and accurate contracting must therefore be developed in concrete fluent and understandable as aesthetically. So between writing, advertising or marketing as with commonly publicity should be documented in running the correct objectives, transparency of the content of such goods, on one side, while the performance, should be an essential factor of authenticity, that propagated, in particular .

Unequivocally, that in the life of social and economic developments writing, has a special importance, as for its midst, depend on many factors for the development or transparency, in what dimension is presented, marketing? How satisfying the conditions offered?

The role of writing here, has a great importance. Ana explicit, as it is written in accordance selected and linguistic norms, first; it is proclaimed and confirmed qualitatively; how serious is the truth; As has verified performance results indicated the experience and organization, for this kind of marketing? His exact authenticity.

Marketing effects are depending on the shape and its existing performance. Art of Expression in marketing is essential to attract, approachable, motivated and confident, as much Beneficiary, consumers, is customers, specifically, after their trials verified that are in complete transparency bargain.

Surely this will now result and will significantly advance and convincing in their reliability. While on the other side development will provide quality results even required then hints that advancement will be even more rapid and more successful.

So, these are the essential features and characteristics to petition retrieved as high degree of achievement of goals or developmental goals cautiously projected earlier.

Advertising becomes transparent in the most important places where there attendees highest measure customer.

Transparence become even between different electronic media and spoken, but nonetheless, that an advertising or marketing to be successful, requires cooperation truth, evidence and performance in all directions and so convenient economical to achieve good purpose the organization, on the one hand, while continuing

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<sup>2</sup> Filozofia në shqip, Fjalë të urta, popular.

employment of young and contemporary economic upturn on the other side.<sup>3</sup>

## **5. Conclusions**

Relying on advertising continued problems is the transparency of funding in advertising, has been in the center of the problems often. Also data on private sector advertising show that they are an essential income for the survival of Open Media, making media somehow dependent on this relationship with advertisers private spite of the advertising division has a state other direction and transparency is not at the appropriate level. Given the fact that Kosovo has enough capacity for extraction of mountain tourism, should that through advertising (marketing) become reverberate across the globe, to attract investors to know more and visit these tourist places in Kosovo. The role of writing in advertising has a great importance for the development of this natural enrich grow the economy at the national level to increase the number of employees.

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<sup>3</sup> Ibidem, Instituti i Medias, Tiranë, 2012.