

Research Paper on Changing Contour of Standard Advertising in Electronic Media

Ms. Manisha

Research Scholar, Department of Journalism and Mass Communication

ABSTRACT

Globalisation plays a significant role in the public utility services. Television and radio are the public utility services coming under the electronic media. The need for the control over the electronic media is imminent in India. The same is needed same in the international scenario also. The emergence of the need for multiple voices in India became a necessity. The basic legal system on present day control in India was started on this basis. The general laws applicable to the mass media were applied to the electronic media. Later the special features of media laws in the area were identified. Electronic media as a part of public utility services were noticed as a part of it. The media is used for the commercial activities using the computer. In other words the e-commerce happening in the electronic media is used. The internet is using for the purpose of electronic media and the digital media comparing to analog media.

Keywords: advertising, electronics media, legal, contours, print.

INTRODUCTION

The history of advertising goes back to ancient Greece and Rome, signs were used to carry information for advertising goods and services. These signs consisted of illustrations of symbols of the products advertised. Afterwards printing signs were replaced by written words and advertising began appearing in newspapers. Now advertising is drawing attention to a commodity or service with the aim of selling it. Modern advertising is a child of products for profit. People in tribal or feudal societies produced goods for themselves or for neighbors whose needs they know. Barter system was in existence and each man with something to sell in exchange is his own advertiser. Organized advertising becomes necessary only when production passes from an individual to an industrial level that is, when production is organized by businessmen who raise capital and hire labour with it. The larger industries become, and the further they allowance toward mass production the more dependent they become on advertising to help sell their products. Hence, advertising is one of the means of mass communication along with other means as publicity, sales promotion and public relations indeed, without its services in communicating with the public, many industrial and business firms would be forced to shut up, their employers would be thrown out of work, and on economy would collapse defining advertising John. E. Kennedy a copy writer has defined advertising as a salesmanship in print; which indicates that the ultimate objective of advertising is to sell.

According to Concise Oxford Dictionary, the word to advertise means to make generally or publicly know, describe publicly with a view to increasing sales. The word advertising is drawn from advertise which means to make it known. According to London School of Practitioner and Advertising, "Advertising presents the moot persuasive possible selling message at the lowest cost".

Advertising is about striking the right note on those chords of brain that most often are in sync with heart. When this happens, a need is generated and brain directs to buy, be it a product or a service or an idea. Indian advertising too follows this rule but here age old advertising trends are still thriving along with the latest and innovative trends.

Internet advertising can also aim at strengthening the position of a specific brand in the market (brand building) or attempt to evoke direct response from consumers. This latter type of advertising has great advantages compared with other advertising means, such as television or radio that do not support bi-directional communication and transactions. Kids are not only influencing spending patterns but are getting more demanding with increased consumerism. Nowadays we find a lot of advertisements with a social message i.e. conveying a social message of creating awareness among the masses of India about key issues which are of prime importance and act as a democratic right to the common man. These social advertisements operate as Corporate Social Responsibility (CSR) activity for corporate. The latest ads which we see are Tata Tea "Jaago Re" campaign, Airtel ads and many more.

Actually advertisement is a promotional message and advertising is a selling on idea. Firm develops a product to satisfy market demand. For maximum exposure to his product advertiser needs large contact and it is possible only through mass communication. Hence, advertising is one of the means, of mass communication along with other means as publicity, sales promotion and public relations.

Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This means that specific objectives should be set for each particular advertisement campaign. Advertising is a form of promotion and like a promotion; the objectives of advertising should be specific. This requires that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated. The objectives of advertising were traditionally stated in terms of direct sales. Now, it is to view advertising as having communication objectives that seek to inform persuade and remind potential customers of the worth of the product. Advertising seeks to condition the consumer so that he/she may have a favorable reaction to the promotional message. Advertising objectives serve as guidelines for the planning and implementation of the entire advertising programme.

Basic Objectives of Advertising

- a) To stimulate sales amongst present, former and future consumers. It involves a decision regarding the media, e.g., TV rather than print;
- b) To communicate with consumers. This involves decision regarding copy;
- c) To retain the loyalty of present and former consumers. Advertising may be used to reassure buyers that they have made the best purchase, thus building loyalty to the brand name or the firm.

Effectiveness of advertising

To advertise means to inform (seen as the flow of information about a product or service from the seller to the buyer). However, advertising does not end with the flow of information alone.

It goes further to influence and persuades to take a desired action: The consumer market has become highly competitive with a new brand being born almost every day.

Irrespective of the kind of product you are looking for, be it consumer durables like refrigerators, air conditioners, washing machines or fast moving consumer products (FMCG) the number of brands available is truly mind boggling. Naturally it is prime concern of every marketer to promote their brand as a shade better than the competitors'. However simply informing a customer that a brand exists is not enough.

Advertising should be targeted towards the prospective audience in such a way that it forms a positive impact on the customer and in the process creates brand recognition.

Marketers generally target advertising campaigns at the groups of customers.

FUNCTIONS OF ADVERTISING

Although the primary objective of advertising is **to persuade**, it may achieve this objective in many different ways. An important function of advertising is the **identification function**, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. Another function of advertising is to **communicate information** about the product, its attributes, and its location of sale; this is the information function. The third function of advertising is **to induce** consumers to try new products and to suggest reuse of the product as well as new uses; this is the persuasion function.

The identification function of advertising includes the ability of advertising to differentiate a product so that it has its own unique identity or personality. One famous example of this is found in the long-running advertising for Ivory Soap. In the late 1800s, a soap maker at Procter and Gamble left his machine running during his lunch period and returned to find a whipped soap that, when made into bars, floated. The company decided to capitalize on this mistake by advertising Ivory Soap with the phrase "It Floats." This characteristic of Ivory Soap served to uniquely identify it and differentiate it from other bars of soap.

The information function of advertising can also be found in advertising for Ivory Soap. For more than one hundred years, advertisements for Ivory Soap have focused on such product characteristics as purity of ingredients, child care,

and soft skin. These characteristics, in turn, were often related to key benefits that could be obtained from using Ivory Soap. Thus, various advertisements emphasized “That Ivory Look,” which focused on the relationships between product characteristics and the benefits of obtaining a fresh and healthy appearance.

Persuasion: Third and most important function of advertising, is also evident in the long-running Ivory Soap advertising campaigns. The advertiser, Procter and Gamble, has linked Ivory Soap with obtaining benefits that are important to customers: a fresh and healthy appearance for women, a mild, nonirritating method for bathing babies, and a novelty for children in the tub (since it floats). The benefits of the product suggest reasons to buy and use Ivory Soap and thus provide a basis for persuading consumers. Different benefits are important to different customers. Thus, to realize its full potential as a persuasive tool, advertising must often be tailored to emphasize those benefits that are important and meaningful for a particular type of customer or a particular use of the product.

Marketing function: It serves a marketing function by helping companies that provide products of services sell their products. Personal selling, sales promotions, and advertising blend together to help market the product.

Education function: People learn about new products and services or improvements in existing ones through advertising.

Economic function: Advertising plays an economic role. The ability to advertise allows new competitors to enter the business arena, competition, in turn, encourages product improvements and can lead to lower prices. Moreover advertising reaches a mass audience, thus greatly reducing the cost of personal selling and distribution.

Social function: Finally, advertising performs a definite social function. By vividly displaying the material and cultural opportunities available in a society, advertising helps increase productivity and raises the standard of living.

CHANGING CONTOURS IN ELECTRONIC MEDIA

The advertising industry in India is growing at a very fast pace which is giving stiff competition to the products and the brands to survive in the market.

Advertising in the country is now much more intelligent, witty, and sophisticated. Use of special characters and animals is not new and this strategy has proved to be quite a hit. The idea of making the advertisements intelligent blended with humor is not just to showcase a product in the public, but to actually let them work with the advert and leave an impression that will make them think for a moment or two about the commercial and the product after the commercial is over.. This makes the advertisement touch the hearts of the people, reach their emotions and make them feel more personal about the commercial, thus bringing them closer to the product.

The vast majority of televisions advertisements today are consist of brief advertising spots, ranging in length from a few seconds to several minutes. Advertisements of this sort have been used to sell every product imaginable over the years, from household products to goods and services, to political campaigns. The effect of television advertisements upon the viewing public has been so successful and so pervasive that in some countries, like the Unites states, it is considered impossible for a political party and the political leaders to wage a successful election campaign without the purchase of television advertising. The story is more or less same in most of the countries.

Earlier the concentration while making the ads were more on the catchy copy writing, expensive locations, larger than life frames and most important features were very attractive models (snooty looks).

Presently, there is more emphasis is on the creative side, ads are based on the liking of average middle class Indian. Social messages, humbleness and emotional craving seem to be the theme of the advertising creative heads. In short the ads are more casual and real. The models are also very simple looking and very humble attitude.

DATA ANALYSIS & DISCUSSION

Population: 300

Sample: 50

Age limit: 18 above

From the first question of data collection, it is derived that out of the people surveyed all of the respondents watch advertisements. In the second question out of 300 people 32% of people like the humorous elements being introduced in advertisements, 27% of them like the social message elements in advertisements, 27% of them like the comparative advertisements and rest 13% like impulsive and suggestive elements in advertisements.

In the third question where we asked people about what type of advertising they find powerful, about 27% of them answered standard advertising to be more powerful than others, about 17% feel public service advertising is most powerful, also 20% other feel social responsibility advertising is more powerful, while 15% choose counter advertising and rest 11% choose advocacy advertising. & 9% like other categories.

Out of 300 respondents 49% of them feel that advertisements do influence the human behaviour while rest 30% were not clear about no influence and the rest 21% answered may be or may not be.

In question five it was clear that people can see the changes that have occurred in advertising till date as on asking them do they feel advertising have changed during past decades, 77% of them answered yes, and 23% answered no.

In sixth question, of people think that there have been an overall change in all the aspects of advertising, while 11% of them feel that vulgarity and nudity has been increased, 24% feel slogans are improved as compared to earlier ones and rest 16% feel that the presentations of ads have been changed with time 15% think that change in unethical elements are used and rest of the people think about other things.

Question seven reveals the impact of today's ads on people as 40% of them find today's ads better than earlier ads while 29% find 80s advertisements better and rest like 90s era most.

On asking people about which era's advertisements were more convincing and relevant, about 53% of them answered today's advertisements and 47% like the advertisements earlier.

In ninth question about 52% of respondents find today's advertisements more diversified in terms of persuasion, information, education, target audience, etc., while 23% said may be and rest 25% said no.

In tenth question it is revealed that 53% of people find comparative advertising unethical, While 21% finds it okay and 25% answered may be.

On asking them whether ads now are playing role of a catalyst for the society and how, 29% feel that by informing about rights, spreading social messages and campaigning against societal ills are the way ads have taken, while 26% feels by spreading social messages, 18% feels by informing about rights and 27% feel by campaigning against societal ills. About 62% of respondents feel that advertisements now are becoming more vulgar and indecent and rest 38% finds it all ok. In 13th question 63% feels that yes more changes need to be done in advertising today while 32% thinks that there is no need & 5% some comments.

CONCLUSION

In the initial days the advertisements were very formal. These were used only to pass the message. After that it becomes the use of Actors, Actress as brand ambassadors in advertisements to promote the products. Then it comes social context advertisements which touch the social activities by making people aware of the company and products. Most of the advertisements then on passed the information with touching the reality factors. The advertisements passed to the next level by touching the pet relationship effects. For ex: Hutch with the pet dog. Then it passed to another mode such as relationships. For Ex: Airtel's advertisements touching father and son relationship. Then, it's time to entertain people with their creative brains. The advertisements like Vodafone's zoo zoo. These become most popular advertisements by passing the information and entertainment to the audience.

Then the advertisements with logic and entertainment entered the region. For Ex: Sprite ad of dog and girl flirting. Hence these become popular. But the present scenario has changed with advertisements of Samsung mobile and Godrej. They have started the advertisements with story based lines. For ex: the Guru Series mobile of Amir Khan with the family. Then it's Godrej with Go Jiyo of animations with the animated characters.

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SAMPLE QUISTIONNAIRE FORM

Name : **Gender** : M/F

Age : **Occupation** :

Q.1. Do you watch advertisements?

- (a) Yes (b) No

Q.2. What kind of advertisements do you like the most?

- (a) Advertisements with humorous element (vodafone zoo-zoo)
- (b) Advertisements with social messages (tata tea jaago re)
- (c) Advertisements with comparative element (horlics vs complain)
- (d) Advertisements with deceptive and impulsive messages (axe deodorant)

Q.3. Which type of advertising do you find to be most powerful and effective?

- (a) Standard advertising (any advertisement)
- (b) Public service advertising (save water, save trees)
- (c) Social responsibility advertising (safe driving, caution before tv shows)
- (d) Counter advertising (smoking is injurious to health)
- (e) Advocacy advertising (ads like banning crackers, ragging and domestic violence)
- (f) Image advertising (reliance, kingfisher)

Q.4. Do you think advertisements influences human behavior?

- (a) Yes (b) No (c) May be

Q.5. Do you think advertisements have been changed during past decades?

- (a) Yes (b) No

Q.6. What kind of changes you have witnessed till date?

- (a) Slogans are improved
- (b) Brand ambassadors are introduced
- (c) Presentation is changed
- (d) Taken up unethical path
- (e) Increase in vulgarity and nudity
- (f) Social issues are being highlighted
- (g) All of the above

Q.7. Which era is better and why?

- (a) 80s (b) 90s (c) today's

- Q.8. According to you which era's advertisements were more convincing and relevant?**
- (a) Earlier (80s-90s) (b) today's
- Q.9. Are the advertisements today proved to be more diversified in terms of persuasion, information education, target audience, etc.?**
- (a) Yes (b) No (c) May be
- Q.10. What do you think advertisements have changed their focus and entered into unethical practices (comparative ads like rin vs. tide)?**
- (a) Yes (b) No (c) May be
- Q.11. Today brands have been playing the role of a catalyst for the society (idea, tata tea, aircel)?**
- (a) By spreading social messages
(b) By informing consumers about their rights
(c) By campaigning against societal ills
(d) All of the above.
- Q.12. What is being sold along with product nowadays is vulgarity and nudity in advertisements.**
- (a) True (b) False
- Q.13. What do you think that there should be any more changes in advertisements today?**
- (a) Yes (b) No (c) Comment