

THE ROLE OF ADVERTISEMENT IN THE SOCIETY

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ABSTRACT

In India, every year, the government advertises in radio, TV and newspaper to get their children Polio vaccination if they are between zero to five years. The success rate has been over 80 %. Again, without commercials, this would not have been possible. Thus, advertising played a crucial role in the success of Pulse Polio campaign. Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or danger (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. And all these credits goes to proper advertising. This paper focuses to the significant role of advertisement in different media.

Key Words :Advertises, Market, Campaigns, Media

Sub Area :Marketing Management

Broad Area :Management

INTRODUCTION

Everywhere you look, whether it is on television, magazines, the internet or billboards, there are dozens of products or services that are pushed onto consumers. The firms that are responsible for creating these advertisements are paid to persuade the consumer that he or she needs the product being advertised. The techniques used in the advertising industry usually focus on the benefits that will be brought to the consumer than on the actual product itself, giving people false hope for a better life if they buy their products.

Why are people so easily influenced by advertising? One only needs to turn on their television to see why people are tempted to buy the latest and greatest gadgets on the market. Some credit can be given to the king of infomercials - Ronco. Everyday, a different product is being peddled which promises to lighten the load while working in the kitchen or cleaning the house. Sometimes, these products look miraculous and even too good to be true, but people buy them anyway. They are repeatedly promised and even

guaranteed by actual user testimony that the product works. For example, Oxy-Clean guarantees to get all kinds of stains out of fabric and carpets. Then there is the mop that can get into the toughest spots with no problem. There is even a Rolly Kit that can organize any junk drawer.

COMPONENTS OF ADVERTISEMENT

1. The Headline

The major types of headlines are:

1. Direct promise of benefit
2. News about the product
3. Curiosity or provocative, and
4. Command headlines

2. The Sub-Headline

3. Slogan

4. Body Copy

5. Visualization

6. Layout

7. Trademark

All these above focused to Command Attention

- Showcase Benefits of Products/Services
- Prove the Benefits
- Persuade People to Embrace the Benefits
- Call to Action

In today's society, one must consider - Is there any advantage of advertising? In many cases, it is only disadvantage - an annoying hindrance in our daily lives. It gets on our nerves, distorts the truth, and adds to the cost of the product. Advertising is designed for one purpose - to sell. To achieve this goal, advertisers are willing to stretch and distort the truth, just to convince people to buy their product. For example, an advertiser may convince buyers to purchase their product by stating that has been tested and found superior. In reality, the product is not likely to be better than any other - the tests themselves doubtlessly conducted by the promoting company - conducted to ensure at least something is superior about the product, even if it is only the color. These advertisements are worded carefully so that they are telling the "literal truth" - the truth is exactly what the words say, although people misinterpret the message by using

conversational logic as something different - something better. By using ingenious tactics like these, the populace is deceived into buying a product that may not do what is required, or a product that a buyer may have never really needed. This is why advertising is a bad thing, for our society.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGO's can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

Advertising is used to promote goods, services, images, and anything else that advertisers want to publicize. It is becoming a major part of mass media. At times, we may view it positively, at other times we may just skip or ignore it. In order to attract audience, advertisers use various techniques on their advertisement to make people aware of the firm's products, services, or brands. Although the methods used by advertisers are infinitely, they have a common goal to persuade those who may become their customers to buy their products. An excellent advertisement will create a deep impression on its potential customers through particular techniques.

We are constantly surrounded by advertising. From bus stop benches to television commercials. Everywhere we look something is being advertised. Two of the best ways to advertise are radio and television. These two mediums effect virtually everyone. Most of us listen to the radio or watch television at some point each day. Because of this, many of us are able to remember products by the jingles or slogans that are used. An example of this is the slogan for Charmin tissue. Anytime you see Mr. Whipple you think of Charmin, and the slogan "Don't squeeze the Charmin. This type of advertising keeps the products in the mind of the consumer. Therefore, when the consumer goes to the market, he will reach for the Charmin.

If you were a person trying to advertise for a product or a store, before deciding which medium you should advertise in, there are some questions you should ask yourself. The potential advertiser should know who they are, what they are selling and to whom they are selling it. When you advertise you should have a realistic profile of your customers. By defining your target audience, you will be able to aim your advertisements at them. Therefore, a business should take the time to do some research and plan their advertising strategies.

For the small advertiser, radio is the most effective medium. It can reach a target audience and people are likely to hear the advertisement more than once. Most people spend a great deal of time listening to the radio. They listen while they are commuting to work, are at the office, and while commuting home. Radios greatest advantage is mobility. It can and does go everywhere. Its weakness, which can also be viewed as a strength is that it is limited to two things, sound, and silence.

It is true that most people associate online advertising with advertisers but they forget that, some bloggers are also turning to paid advertising to market their websites and make money. Online advertising is much bigger than pay per click or what most people think and for anyone planning to do a successful marketing advertising campaign, a proper strategic plan is needed.

If advertisements merely sold products, it would cause less critical concern than it does, but it sells images, dreams and ideal ways of life. It sells, and then reinforces time and again, values - those of consumerism and class consciousness; and it trades in stereotypes.

As discussed earlier, advertising creates and sustains an ideology of consumption and it is a social force affecting Indian homes today. Therefore, its impact should be analyzed.

Advertising is a social institution and a necessary social evil. Advertising is a social institution and its cost and benefit should be evaluated to determine the total impact of advertising on our social welfare the issue is not whether advertising is perfect, but whether the benefits of advertising outweigh the costs making social welfare greater than advertising. Advertising via various mediums like Outdoor, Print, TV and Online. If done ethically, advertising is beneficial to advertisers as well as consumers. However there is a rising concern about some companies using unethical methods of advertising which is having a harmful effect on the society. In following paragraphs I will delve deeper on the issue.

In today's time, TV viewers get to see lot of advertisements during breaks in between their favourite TV programs. This deviates their concentration thereby reducing entertainment value of the programs they are watching. Another drawback attributed to advertising is that kids and youngsters fall prey to appealing advertising of fast foods chains like Mac Donald's, Kentucky Fried Chicken, Pizza Hut etc and they get attracted to unhealthy fast food resulting in various kinds of health problems like obesity, juvenile diabetes etc. Also, few people argue that some companies use obscene materials in their advertisements to attract views which pollutes viewers' minds especially that of younger ones.

In fact advertising does more than this. It plays a role in social change. It celebrates change and internalizes change for those who become better by using a certain product/service. In short, advertising is the voice of technology; because of that it represents the intention to affect life.

Advertising, though originally used to market products, now, unfortunately, it seems to market feelings, sensations and styles of life; an astounding 'revolution in manners and morals'. All this has been possible through an efficient communication network which has revolutionized changes.

The first impact that one gets from the advertisement is that the viewers have no choice of their own in making preference for the consumer goods they want to use in daily life. The advertisement imposes choices and preferences on the public mind through language, conversation, jingles, etc.

This kind of aggression on the minds of the people, coming from different strata of the society, can create disturbances on traditional way of life of some category of people. In the long run, it is likely that social and cultural transformations of revolutionary nature are created in the society through such programmes.

On the credit side, advertising has speeded the introduction of useful inventions. It has spread markets, reduced the price of goods, accelerated turnover and kept people in employment.

The relentless propaganda on behalf of goods in general is considered by many a dangerous mode of brain washing in that advertising's central function appears to create desires that previously did not exist, or rather anxieties which respond to the advertisements (by going out and buying the advertised product or service) helps to assuage but only temporarily.

Advertising in India has created an incredible awareness among the people in the past decade growing into big industry. It was grown along with the press and today it has found its way into the other two media - Radio and Television.

Advertising which was originally an American concept, has found its place in a country like India, so much so that the number of commercials have doubled in the media. Television is the most sought after medium for advertising.

At the moment, the media in order to earn revenue through advertising are implicated in creating a market for consumer goods.

Though it is largely an urban phenomenon, the same commercial advertisements on television reach rural areas and can have disturbing effects on rural people, where wants are encouraged, whose appetite for luxury goods and services is whetted. This can lead to a sense of frustration among those who cannot afford them.

Chunnawala and Sethia have rightly pointed out that advertising in India has played a vital role in the development process by creating a demand for consumer goods and raising the living standards of millions. It is not irrelevant or luxury oriented as it has been made out to be.

A substantial amount of advertising expenses are utilized on advertisements of capital goods, intermediaries, consumer durables and services, most of which promote investment, production and employment.

Further, advertising has a definite role to play in rural development, and Indian advertising has made some progress in this direction as well. Advertisements of fertilizers, pesticides, farming equipment, cattle feed, etc. have reached rural market successfully.

CONCLUSIONS

Advertising is the mostly debated topic now. Like every other thing it has also some positive as well some negative points. If it has some positive aspect of social and economical impact on society then it do have some negative impact also. Advertising a public welfare program has positive social impact whereas exposing woman in an advertisement has negative impact on society. There are two advertisements, shown below. Both of them are of same products, that is deodorants, but with different forms. One can judge from them that which one have positive and which one can have negative impact on society. To sum up the discussion, I would like to add that advertising is important for a company to sustain itself in the

competitive market but companies should follow certain ethics and a code of conduct in order to eliminate harmful effects of advertising.

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