

Advertisement: A Significant Form of Mass Media

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Abstract

Media is extremely important as a medium for advertising from the perspective of information, entertainment and of course key business functions. Usually, media operates in two areas i.e., either mass or niche. Since newspapers, magazines, television and radio have a huge radius to deliver messages to audience they are mass media. Mass-media-coverage is always fruitful for advertisers and they make proper use of it as potential platforms to reach out to a large audience. From the perspective of advertising every mass media touch point has an essential role to play. In this rapid-changing world, advertisers and corporate know that to approach out to a diverse user base, brand-promotion cannot just rely on one or two mass media platforms. So, to do that, an integrated communication strategy is developed wherein various mass media platforms are made to orchestrate to achieve high impact brand and product promotion. Advertisers are constant seeker of fresh and innovative mass media platforms for advertising communication. Opting the right medium is based on the engagement quotient of the audience.

Keywords: Advertising; Commercial Art; Mass Media; Newspaper; Internet; Brands; Television

Classification-JEL : F11, A35

1. INTRODUCTION

Advertising is widely accepted as one very significant form of commercial art. On the opposite side, it cannot be denied that commercial art is an offshoot of fine arts. In fine arts, it is clearly the expression of psychological fulfilment that is inherent in fine arts while in commercial art; it is the fulfilment of both the psychological and physical expressions. Commercial art is different from fine arts because a lot is spoken about the application of art in case of commercial art while in fine art it is about imagination more than application. It is unjust to say that imagination has no space in Commercial Art. However, this imagination can

only connect with the people when it is functional in nature but in fine art, a work of art is the foundation of self-expression. In both, one can find a similarity in viewpoints. It is a public announcement to inform and persuade people to buy produced articles, any service or any idea. Advertisement had a drastic evolution and metamorphosed into the contemporary form. This change was not immediate, it was a gradual process. As humanity proceeded, human necessities and wishes also changed and newer products started coming up catering to the changing needs and desires and to supplement to these advertisements also evolved. In India we can trace the advertisements back to the

ancient times when the emperors used pillars and temples to propagate his rules. This study aims to retrospect the root causes for the evolution of advertisements in India. The advertisement that we perceive today has developed as an outcome of evolution of several factors such as; social, economic, religious, political and technological, all the factors are considered, and due weightage given to understand the nuances of the evolution of advertising scenario in India. This study looks deeper into the enhancement of media selection and on the evolution of advertising campaigns. An attempt is also made to explore the contemporary advertising in India.

2. NEED AND SCOPE OF RESEARCH STUDY

The topic was selected after giving consideration to the modern environment and the use of media by advertisers for attention purposes of their products. It was also observed that the number of mass media have also geometrically increased over the last two decades. It is now becoming difficult for advertisers to get the attention of their products in the minds of their viewers. demand and role. Commercial art, comparatively other sub-streams of fine arts, is directly associated with market/business-policies and advertising is key component of it. In such situations sometimes it becomes hard to categorize this art-genre as a component of art-field or a technical-field. After study I admitted that commercial art contains both qualities with in. I felt, my topic was not purely aesthetical, so it was necessary to put an introductory background and contemporary functions related to those technical streams. The statement is necessary because sometimes a reader specifically related to art field may realize the dominant aspect of these technical difficulties.

3. REVIEW OF LITERATURE

The Literature review has been organised as various researches have been done to define the Significant role of mass media in advertisement. The review of literature provides an important insight in the present study. which books are

implemented for writing this research paper are Kanupriya, History of Indian Product Placement: A Review, International Journal of Management Research and Business Strategy-2017; Tungate Mark, Ad Land; A Global History of Advertising, Kogen Page, London and Philadelphia, First South Indian Edition-2008; Chaudhari, Arun, Indian Advertising; 1780 to 1950 A.D. Tata McGraw-Hill Publication Company Limited, New Delhi-2007; Sharma, Kavita & Agrawal, Swati, Principle of marketing, Taxmann Publications Pvt. Ltd.-2018; M.T. Bendixen, "Advertising Effects and Effectiveness", European Journal of Marketing, Vol. 27, No. 10, 1993; Arun Chaudhari, Indian Advertising Laughter & Tears 1950 to 2013, Niyogi Books, New Delhi-2014.whose authors views have been given prominence in writing this paper, there list is given under references at the end of research paper writing.

4. RESEARCH OBJECTIVES

- 1) Advertising Journey from conventional methodology to contemporary digital world.
- 2) Role of different mass media as well as its functional-structure.
- 3) This Research paper is pin-pointed on the signification of mass media in advertisements.

5. MEANING OF ADVERTISING

The word "Advertising" is emerged from the Latin language. Word 'Advertero' which explains the meaning 'to turn the mind to or towards. It is believed that there are hardly few elements of communication that are as persuasive and influencing as advertising. The one most or rather the most important contribution of advertising to the modern society lies in its ability to pre-sell products or services to potential end users. Advertising aims to tend the concern of onlooker towards a produced-article or product, particular service or particular idea and drives him to make purchase decision. Advertising is considered as the method or process of drawing public attention to a product or business through paid

agreement in any sort of media such as print media, electronic media. It performs one of the most significant functions in society that is to inform, it gives power of choice to the people and the power of knowledge that helps them make important decisions on a day-to-day basis. The origin of advertising does not lie in the modern Industrial age but has its long historical journey.

6. ADVERTISEMENT IN ANCIENT INDIAN SCENARIO

The long-lasting tradition of wall paintings, which we find in Indian rock paintings, is dated back to 4000 BC. During the excavation in the countries around Mediterranean Sea the archaeologists have laid their hands on a Babylonian clay tablet that dates back to B.C. 3000. It shows inscription or message for a dealer, related to ointment-trading as well as for an accountant, and a cobbler. This period, at the same time, was also popular for papyri with reward announcement for the return of the runaway slaves were discovered in the ruins of Thebes, Egypt. The earliest forms of advertising were very basic. In fact, a trader yelling out the title of the commodity he had to sell in an overcrowded marketplace is an ancient reference of advertising.

Advertising in India is as old as the ancient civilizations of Harappa and Mohan- Jo- Daro where remains and artefacts like attractive earthen, stone or metal works have names engraved on them. They are as good as the present-day system of trademark.

In the ancient verbal narrative culture of India, visual narratives have frequently accompanied or supported verbal narratives for publicizing religion. However, the usage of visually narratives along with written text was not that prevalent. But sometimes adoption of visual narrative with written text to comprehend a story is also observed. Following the above examples, it is quite clear that visual form of narratives combined with verbal form of narratives has been used extensively to mass

propagate or advertise various religions that were practiced in traditional India.

The Mughal Painting School reflects Emperor Akbar's multi-dimensional portrayal of his belief in equality of religions. Akbar kept a safe distance from propagating Islam and its dogmatism in India. Artists enjoyed the liberty to introduce element from various religions in the manuscript paintings. As lot of artisans were Hindus, emergence of Hindu themes became obvious in the Mughal School of paintings. Hindu rituals and customs were often portrayed. Not just Hindu, even stylish features of Jain tradition of paintings from Gujarat and Rajasthan were also incorporated.

7. ADVERTISING IN MODERN- CONTEMPORARY ERA

Modern Advertising started evolving with the primary objective to sell product, spread ideas to general public and promote political parties in the period of the Industrial Revolution in Europe. The Industrial revolution became key factor to mass production and mass consumption that became the need of the hour and advertising evolved as an important method of mass communication. It is widely accepted and agreed that the evolution of advertising was an outcome of the Industrial Revolution.

Post 1980 till date: Technology has enhanced many modern forms of communication such as the postal services, the telephone, television, computers, email, internet, the mobile services and satellites. Advertisers quickly realised that if they must connect with the consumer, they must make strategic use of every single interface of communication to advertise products and services. Advertising has kept proper embodiment and alinement with the addition of new age touch points to the already existing mass media. The changing trends in advertising have left no choice for commercial artists but to embrace the change. Due to a sharp rise in the count of competitive products and services available today, brand loyalty of the consumer has gone down drastically.

The customer has numerous options to choose from and this is surely not a good indication for any commodity or service-type. The transformation of the consumer behaviour demands a progressive-change and advancement in the feature of advertising which has been approached so far. The need of the hour is to apply advertising as an interactive tool to connect effectively with the potential consumer who has many options to choose from.

Today, advertisers have no choice but to look for integrated advertising solutions for commodity or service-type that can orchestrate both conventional and new age touch point to deliver a more effective advertising solution to strengthen consumer's perception about a product or service. A commercial artist must make sure that he creates an integrated advertising communication that is visually engaging, interactive and connects with the consumer effectively. He must understand that the consumer perception of product and service depends heavily on how he visualizes and creates an advertising communication and therefore he has to be sensitive enough. In fact, low attention span of consumers is a major challenge that commercial artists are dealing with these days. They are constantly in search of new advertising touch points that are more engaging and interactive for the consumers. Mass media in advertising; demand and role Mass media has a significant role to play in the scenario of advertising. Advertising needs a media platform to approach out to the consumer and these touch points are termed as mass media. It comprises of both conventional and contemporary touch point like newspapers, magazines, radio, television, hoarding, direct mail, and the Internet. The purpose, why the advertisers use media, is to communicate a message, commercially to the audience, however choosing the right media to advertise depends entirely on the advertising budget decided by the advertiser.

8. NEWSPAPER BASED PRINT ADVERTISING

For a common educated man,

newspaper is a part and parcel of his life. In Indian, newspapers are predominantly published in English and Hindi and in other regional languages. Newspaper are the sources of news, opinions and current events. On top of this it is also a popular medium of advertising. Amongst advertisers, newspaper is always a favourite medium for communicating their advertising message to reach out to millions of people across. Newspaper content that is based on current affairs in social, political and economic space help the reader to learn and form his own opinion. Newspaper has an edge over other mediums because of the detailed nature of information and background. Credibility and seriousness are the two important characteristics of newspaper that give the reader a perspective of the world today.

While there is a massive shift seen in young target groups to new-age mediums like internet, survey numbers suggest that newspaper is still the preferred choice of golden agers, higher incomes and individuals from the intellect class. There is also another set of newspaper patron called the young urban professionals who are interested in advertising. Benefits of Newspaper Advertisements are as below:

- A wide circulation of newspaper ensures that the print advertisement reaches out to many people.
- Wide publication helps to keep the advertising cost low.
- Newspaper is mostly published daily. So, an advertising campaign can run frequently as a reminder for the reader daily.
- The quick response time of the publication is an advantage for advertisers at it allows them to deliver the matter of advertisement to newspapers even at a very short notice. A last-minute content change is also possible. This gives a huge flexibility to advertising.
- Different region and languages have different newspapers to cater to. This comes an advantage for the advertisers to penetrate deeper into the desired market or region in

terms of regional languages and flavour. In other words, they can predefine their catchment area.

9. PERIODICAL BASED PRINT ADVERTISING

Publications that do not come out daily but on regular basis are called Periodicals. These publications are usually on a weekly, fortnightly, monthly, quarterly or yearly basis.

There are many such popular magazines and periodicals that are regularly published in India in both English and Hindi language like India Today, Outlook, Filmfare, Femina, Grihasobha, Sarita and Champak. There are also many magazines that are published in other regional languages also. All these magazines and journals have a large reader base and therefore advertisers take advantage of this to spread out to their target consumer by advertising their product and services. Advantages of periodicals are as below:

- As compared to newspapers, periodicals have a much longer life. The usual practice is to keep them for a longer duration for reference, leisure and repeat reading in accordance with the reader's convenience.
- Periodicals are classified based on readership that helps advertisers to select advertisements to target their specific customer base. We can take the example of Filmfare as a periodical that is targeted at movie lovers.
- Here publishing advertisements related products that are to be used by children are completely irrelevant. However, products related to fashion, cosmetics and lifestyle can be published in this periodical to target adults, both men and women.

10. RADIO BASED AUDIO ADVERTISING:

Radio is also an effective medium for advertising. The short breaks during broadcast is where product and service advertisements are placed. In fact, advertisers are now sponsoring some popular programmes to gain traction. After the rebirth of radio in the feature of FM radio in India, a phenomenal growth has been witnessed in radio advertising. Advantages of

radio advertisement are as below:

- The on-the-go nature of this medium makes it more effective for the listeners.
- The medium is not a constraint for people who cannot read or write.
- The range of radio is much wider than the circulation of newspaper. One can comfortably enjoy the radio during traveling on the road but reading a newspaper may be extremely discomforting you the eyes. In fact, it is just not possible to read a newspaper while driving but listening to the radio is a stress reliever while driving.

11. TELEVISION BASED AUDIO-VISUAL ADVERTISING

Amongst all the platforms of mass media, television as a medium of advertising has received the maximum patronage of advertisers. Even in the age when information technology is growing in leaps and bounds, television is topping the chart as the most impactful audio-visual medium for the viewer. Application and demonstration of commodities and service-types can be shown visually and explained in words in television-based advertisements. Television advertisements, like in radio, are placed during short breaks and there are also programme contents that are sponsored by advertisers. Television has huge viewership base and it serves the each and every segment of the society. There are hundreds of television channels with a variety of content like news, entertainment, education, sports etc. Like print media, there are also regional television channels that cater to the tastes and needs of local viewers. Television as a medium is by far the most effective and powerful media vehicle. Advertisers know this very well and so they make a media budget keeping the maximum pie for television advertisements. The potential of Television as a medium ensures a return on-investment and that's the reason why maximum world advertising expenditures are on Television compared to other mediums. Advantages of television advertising are as below:

- It is a most impactful audio-visual media vehicle.
- Television advertising is a complete package that has celebrity endorsements, catchy line, jingles and a storyline with the product woven into it. In fact, it can be considered as an 'infotainment' a word that has gained fame in recent period that is a combination of two words that are information and entertainment.
- For example, the Boost advertisement that features Virat Kohli in which he signs off with the slogan, 'Boost is the secret of our energy'. As there are varieties of channels and programmes already there and many more mushrooming almost every day. Advertisers have a plethora to choose from in terms of channel and time to advertise.
- Apart from national channels, even regional channels are growing in number. Advertisement is also made in regional languages or sometimes dubbed that means even a person who is illiterate can watch and understand these advertisements.

12. INTERNET BASED ADVERTISING

1994 was the beginning of the Internet as a powerful vehicle for marketing and advertising. The Internet is a new age media platform that is different from conventional advertising media platforms. Internet is a platform which is interactive. It is not only the platform for communication but also a platform of transaction and supply. It provides an interface for the users to interact with products and services and make payments and purchases. Since this medium operates like a complete ecosystem, it is not dependent on other mediums to achieve these marketing functions. Internet is a platform for two-way interaction that provides customized content as per individual needs. It is also capable of handling multimedia content. It can carry information not merely as the medium of text and graphics but also as the medium of audio and video content. Advertising on Internet is very effective in communicating with new age consumers

because of its multimedia nature. Internet is an integration of all other media, that are television, radio, newspapers, magazines, banners, broadcast and social media. There are many forms of advertising that have their presence on Internet such as display ads, social media ad, pop-up ads, banner ads, search engine advertising, video ads (YouTube), e-mail ads etc. The tendency of avoiding advertisements on the internet is more compared to conventional media. The Internet is taken as a platform for task performance rather than a platform for entertainment. The objective of Internet users is to complete a specific task in a definite time slot and so they are more bothered about the data access speed and downloading. In different narration, the reluctance to Internet ads is due to the notion that they will slow down the data access speed. Internet users generally have negative attitudes for Internet ads when they face that Internet ads slowing down the data-speed. Advantages of Internet advertising is as below:

- It is interactive and engaging for the consumer.
- Personalized content and advertisements generated by using cookies.

13. MOBILE BASED ADVERTISING

The most contemporary medium of communication is the smartphones. Enormous section of people is shifting to smartphones considering its easy access to the internet, websites, web portals, social sites and e-commerce websites that appear as application icons on the screen, popularly called apps. All that the user needs to do is to click on these apps and directly access websites. Even people from the lower-middle section can now afford to buy low range smartphone, which indicates that the customer base is immense because of the rapidly growing user base. Therefore, mobile advertising is becoming the fastest and easiest path to approach the target consumer. Advertisers are betting big on mobile advertising because of its impact on consumers as it delivers

customized information, based on three factors i.e. location, time and interest. In today's time, consumer is so exposed to a galaxy of new age communication interfaces that the actual communication is lost somewhere. Since smartphone is an interactive medium, it permits the consumer to reciprocate the communication instantly and that pushes the influence of the advertising campaign by few notches. The possibilities of the medium give the option explore word-of-mouth propagation. Advantages of mobile advertising is as below:

- The customization of mobile advertising is like the nature of ownership of mobiles phones that depict an emotional connect.
- Mobile advertising allows Permission Marketing.
- Mobile advertising as a medium is extremely impactful. The reactions of consumers are instant, impulsive and direct so that the precise target is approached.

14. PROMOTIONAL ADVERTISING

It involves media events to draw public attention. In promotional freebies and giveaways, products are the main highlights of such events. This advertising technique is a very popular and effective in today's time. There are some significant tools in promotional advertising, given below;

- Discounts
- Free gifts
- Promotional products
- Incentives
- Add-on products and services-facilities
- Financing options
- Extended warranties
- Awards programs

All these tools and techniques have a price to the advertiser, regarding low-scaled profitability margins because of discount offers as incentives. Path of the success for any promotional advertising is an ordered method of tracking deliverance of these offers. This demands coordination of the marketing, sales, accounting, technology and human resource functions. Self-administration sites frequently utilize advancement codes that clients enter during the checkout procedure. Increasingly intricate deals regularly incorporate motivating forces in contracts, available to be purchased. These deals are followed, revealing should be set up to gauge the measure of reclaimed offers and contrast and deals figured it out.

15. CONCLUSION

Thus, we can see that advertisement is thoroughly dependent on mass media to approach the large audience base. Every visual medium is carefully chosen to do justice to the elements of fine art that gets incorporated in the advertisement so that the visually appeal of the communication is enhanced to give effective results. One very visible change that is being noticed in contemporary era is the diminishing thin line between fine art and commercial art. Today's artist has stepped out of royal patronage like how it used to be in previous time. He is now free to express his thoughts, form and colour schemes. He is amongst common people observing their daily struggles while experiencing his own. The society and its struggles, pain and happiness are what he is inspired by. He is attempting to bring that out through his artworks. An artist might be individualistic in his approach, but he cannot isolate himself from the environment in which he lives.

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